

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.



JOSEPH E. GIRARD.

August, 1896.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per square line.

Waukon, Iowa. Wm. S. Hart & Co. Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa. auly

Anaconda, Mon. Pop. 12,000. George Elston, Licensed City Bill Poster. A smelter city up to date. Three thousand men employed at the smelter. au6

Corsicana, Texas. Pop. 10,270. L. C. Revere, City Bill Poster and Distributor. Satisfaction guaranteed—try me. 1000 running feet Bill Boards and good walls.

Asheville, N. C. "The Land of the Sky." Resident population, 15,000; visiting population, 7,000. Asheville Advertising Agency, P. O. Box 17. Licensed City Bill Posters, Tackers and Distributors. Also control all Street Car Advertising in city.

Winona, Minn., Henry Werner, City Bill Poster and Distributor.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth, Manager.

Joliet, Ill., DeLong & Biederman, Bill Posters and Distributors.

DENVER, COLO. The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000. tf

Lima, Ohio. Pop. 20,000. W. C. Tirrill, City Bill Poster and Distributor. Work promptly done. tf

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester st.

Memphis, Tenn. Van Beuren & Co., Bill Posters and Distributors, 224 Second street.

Milford, Mass. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express. fe-12

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Palmyra, N. Y. Fred. F. Kelly, City Bill Poster and Distributor. au6

South Framingham, Mass. aja W. H. Trowbridge, Bill Poster. Five towns

Waukegan, Ill. G. Runey & Son, Distributors. Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000. n6

Tucson, Arizona, 2,000 ft. of boards WM. REID, Box, 148. d12

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own and control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28.

Binghamton, N. Y. Pop. 40,000. Binghamton Bill Posting Co., P. M. Cooley, Manager. Bill Binghamton, Lestershire, and Union Special care given to commercial posting and distributing.

Laconia, N. H. Pop. 15,000. Poisson Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager. Owns all boards in the city and suburbs.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

When you write, mention Billboard Advertising.

Classified Advertisements

BILL POSTERS' DIRECTORY.

BIRMINGHAM, ALA. Thiess & Smith. We own and control all billboards in our city. Special attention to commercial postg. au3

Chillicothe, Ill. Pop. 3,500. Charvat Bill Posting Co., Henry Charvat, Manager, Office, 168 Second st. Estimates cheerfully furnished. †

Meridian, Miss. Pop. 15,000. L. D. Hoffer, City Bill Poster and Distributor. †

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 490. au6

Waukon, Iowa. Pop. 3,000. Wm. S. Hart & Co. control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa. au6

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distributor and General Advertiser.

R. W. STORRS, De Funiak Springs, Fla. Can cover all West Florida outside of Pensacola in any manner desired. tf

Brantford, Can. Pop. 17,000. Chas M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution. ††

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

Peru, Ind. Chas W. Stutesman, Licensed City Bill Poster and Distributor.

Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist. Bureau.

Donat J. Lefebvre, Manchester, N. H., Box 43. Reliable Distributor of all kinds of Advertis. Matter.

Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee.

Cincinnati, O. Pop. 350,000. Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Dowagiac, Mich. The Mich. Adv. Bureau Wm J. Kryder, Pre

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John R. Thompson, Manager, Box 118. d6

Fredonia, N. Y. John H. Case, Distributor. Box 1087. d6

Grand Rapids, Mich. George M. Leonard, Reliable Distributor

Marquette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,524. Wm. H. Earle, Marquette, Wis., Reliable Distributor. Your contracts solicited. m6

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York street.

New Orleans, C. H. Young & Co., 418 Carondelet St. General Distributors. Unlimited reference. Honest work. d6

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hamburg

Paducah, Kentucky. H. JOSEPH HARTH, Bill Poster and Distributor, Member International Distributors Ass'n of N. A. †6

When you write, mention Billboard Advertising.

Classified Advertisements

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa. S. M. Bond, Distributor.

Pittsburg, Pa. The "Twin Cities" Distributing Agency are the "Greater Pittsburg" Distributors, Pop. 600,000. Members National Distributors' Association. Office, 6 Sixth St. Pittsburg Branch, Allegheny. J. T. Hudson, mgr. ††

Kerrville, Tex., Geo. A. Harrison, Box 90. Circulars distributed and signs nailed up in Kerr and adjacent counties.

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county. au3

Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Advertiser.

Menomonie, Wis. Flint & Thompson, Circular Distributors. References furnished. Rates sent on application. au6

Rochester, N. Y. The J. E. Stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand bill to a circus program. No botch work.

EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil, in bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Bates, Charles Austin, 1413-1415 Vanderbilt Bldg. New York, N. Y.

Barless, C. J., Rose, N. Y.

Bond, of Boston, 16 Central Street. Curran, R. L., 111 West 34th st., New York, N. Y.

Day, Chas. H., Whitneyville, Conn. Fowler, Nath. C., Tribune Building, N. Y.

Marston, Geo. W., Portsmouth, N. H. Moses, Bert M., Box 253, Brooklyn, N. Y.

Newitt, J. C., Stimson Bldg., Los Angeles, Cal. Patterson, Will J., 125 1/2 W. 3d Los Angeles, Cal.

Scarboro, Jed, 48 Arbutuckle Bldg., Brooklyn, N. Y. Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C.

Stewart, W. C., 414 Elm Ave., Philadelphia, Pa. Ward, Artemas, Lincoln Bldg., Union Sq., N. Y.

Wildor & Co., 621 Market st., San Francisco, Cal.

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

NOVELTY SIGNS.

SIGNS. Agents wanted to sell ready-made Novelty Signs, 150 per cent profit. Great sellers. Catalogue free. Samples 10c. VAL SCHREIER, Manufacturer, MILWAUKEE, WIS. au2

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil, in bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over, include a year's subscription free.

Barron G. Collier, Times Bldg., N. Y. Cole Bldg. Memphis, Tenn. George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg., New York City. Broadway Advertising Co., Hugh J. Grant, pres. 251 Broadway, New York City.

Mark D. Batchelder Co. 38 1/2 Marietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia. O. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo. Sam. P. Ferree, 231 Broadway, New York City. Manhattan E. R. Advertising Co., 33 Murray st., New York City. M. Wineburgh, Times Bldg., N. Y. M. Wineburgh - r. Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex. The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Henne-

POSTER PRINTERS.

Advertisements under this head \$1.50 per year, in nonpareil, in bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line. Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co., Hartford, Conn. Calvert Litho Co., Detroit, Mich. Cameron Show Printing Co., 57 Ann, New York. Central City Show Printing Co., Jackson, Mich. Central Litho and Eng Co., 140 6th ave, New York. Central Show Printing Co., 143 Monroe, Chicago. Correspondent Show Printing Co., Piqua, Ohio. Courier Printing Co., Brantford, Ontario. Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co., Buffalo, N. Y. Cox's Sons, John, Gay and Pratt, Baltimore.

The Donaldson Litho Co., Cin'ti, O. Eichner & Co., Baltimore. Empire Show Printing Co., 73-75 Plymouth Place, Chicago. Forbes' Litho Co., 181 Devonshire, Boston. Francis & Valentine, 517 Clay, San Francisco. Free Press Show Print., Detroit. Fox, Richard K., Franklin and Dover, New York. Gribler Litho Co., Chicago. Gillin Show Print, 132 West 14th, New York. Goes' Litho Co., 140 Monroe, Chicago. Gt. Am' Eng & Print Co., 57 Beekman, New York. Great Western Printing Co., 511 Market, St. Louis. Greve Litho Co., The Milwaukee, Wis. Haber, P. H., Fond du Lac, Wis. Hasselman Printing Co., Indianapolis, Ind. Hatch, C. R. & H. H., Nashville, Tenn.

Hennegan & Co., Cincinnati, Ohio. Jackson, J. B., 45 Centre, New York. Jordan Show Printing Co., 128 Franklin, Chicago. Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia. Libbie Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark. Liebler & Maass, 224 Centre, New York. Mauberrert's Printing House, New Orleans, La. Metropolitan Printing Co., 222 W. 26th, New York. Miner Litho. Co. The H. C. 342 west 14th st. New York. Morgan, W. J. & Co., St. Clair, Cleveland. Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago. Orcutt Litho. Co., Chicago. Pioneer Printing Co., 214 Jefferson, Seattle, Wash. Planet Show Print, Chatham, Ont., Canada. Richardson & Foss, 112 4th Ave, New York. Riverside Printing Co., 216 3rd, Milwaukee, Wis. United States Printing Co., Cincinnati. What Cheer Show Printing Co., Providence, R. I. Winterburn Show Print., 166 Clark, Chicago.

MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year, in nonpareil, in bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St. Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. THOS. A. Skidmore, 640 Halsey st. CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Dilt's Advertising Service, 312 Coleman st. Ph' Morton, 333 west Fifth st. CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. Van Buren st. Bour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court. THOS. CUSACK, Blue Island ave. and Throop st. CLEVELAND, O. Bryan & Co., High and Middle Sts. DENVER, COL. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. E. McArthur & Co. LEXINGTON, KY. L. H. Ramsey & Co., 137 east Main st. LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. The O. J. Gude Co., 107 W. 28th Street. C. S. Houghtaling, No. 3 Park Place. L. E. LaTour, 1718 Broadway. Sam W. Hoke, 107 W 28th st. Unexcelled Advertising Co., 46 Vesey street. Colyers System Advertising Service, 113 and 115 west Broadway.

OMAHA, NEB. Thos Mulvihill, 1512 Harney st. OSHKOSH, WIS.—John R. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson, PITTSBURGH, PA. G. G. O'Brien. PRAIRIE CITY, IOWA.—W. S. Parker. SAN FRANCISCO, CAL. Arthur M. Plato. S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street. Hueist & Stout Adv. Sign Co. R. J. Gunning, TORONTO, CAN.—Toronto Bill Posting Co. The Acton Burrows Co. VANCOUVER, CAN.—The Acton Burrows Co. WINNIPEG, CAN.—The Acton Burrows Co. BRANTFORD, CAN.—Chas. M. Smith & Co.

When you write, mention Billboard Advertising.

BILLBOARD

ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. IV., No. 7.

CINCINNATI, AUGUST 1, 1896.

PRICE 10 CENTS
PER YEAR, \$1.00

TACT IN ADVERTISING.

What is tact? Webster thus defines it: "A quick or intuitive appreciation of what is fit, proper and right: fine or ready mental discernment shown in saying or doing a proper thing."

At a social function, in Maine, of which James G. Blaine was host, an honest old farmer who had just partaken of some ice cream, for the first time, sought out Mr. Blaine, and, taking him to one side, said:

"Mr. Blaine, that there puddin' o' yourn is frozen!"

Mr. Blaine evinced the liveliest concern at the intelligence, and exclaimed:

"Can't be possible! Mr. T., I will see about it immediately."

Half an hour afterwards, again meeting Mr. T. amid the throng of guests, Mr. Blaine said:

"It's all right, friend T., that was only a new, fangled dish my cook has been getting up."

That was delicate and discriminating tact on the part of Mr. Blaine, who at the time was a candidate for president of the United States, and, naturally, was solicitous to gain the support of every voter. Had he laughed at or derided the old farmer, he would, perhaps, have made of him a life-long enemy. By listening, with apparent concern, to the farmer's discovery that the pudding was frozen, and expressing his intention to immediately set about seeing what was the matter, he accomplished an opposite result, and verified the axiom that a man to be great in great things must be great in small things.

It matters not what genius, what energy, what business capacity you possess, or how much vim and vigor, enterprise and push are constituents of your making up, if you are lacking in tact you are deficient in one of the main levers of success. Tact is the tail that balances your kite; the governor that regulates your engine; that oils and keeps in running trim your machinery; impulse, study, or reflection devises a plan of action, a method for financial advancement, a medium for bringing your manufactures, your merchandise, or your business ventures in touch with the public, or suggests the modus of an interview from which you are hoping to attain profitable or advantageous results; but without tact your endeavors are futile and turn to Dead Sea fruit. Tact would have warded off many an assignment obviated, the necessity of many a

financial crisis and many a mental failure. Tact plucks the jewel, safety, from out the nettle, danger, and brings victory out of defeat.

These ideas could be illustrated in many ways, but a single illustration will suffice. Take, for instance, an individual, firm, syndicate or corporation desirous of reaching the public through the medium of a poster. A design is selected, descriptive lines are prepared, the artist's genius and the printer's skill are called into requisition, and the developed posters are spread broadcast throughout the Union. The artist has done his best in accordance with the designs furnished him, and the printing and coloring are unexceptionable. The projector of the poster has been far from niggardly in the outlay, and he awaits with fond anticipation returns from his outlay. Soon the increase in his receipts are marked and decided, and the utility of the poster as an advertising medium is established beyond a peradventure. Yet, something is wrong, something is lacking. Mr. Jones, or Mr. Brown, or Mr. Smith, who is handling similar wares or advertising a similar industry or venture to his own, is meeting with even a greater and more pronounced success, and he is at a loss to assign a reason.

Yet the reason is obvious. He has simply failed to produce a poster, as his competitors, that will invite or arrest public attention. The design is comparatively meagre, and lacks, perhaps, originality. There is little striking in the picture to cause the masses to stop and scan it. The descriptive lines are faulty, not sufficiently expressive, and frequently the reverse from being catchy. In a word, there has been a deficiency of tact displayed in the preparation of the poster, and there you are.

The saying is time-honored that "he who has himself for a client, has a fool for a lawyer;" and this is applicable to most of the walks of life. One might, in an emergency, be able to half-sole his own boots, or put a patch on his unmentionables; but the job would be a crude one at the best, and altogether unsightly. You may be impressed with the idea that you are an adept in the art of designing, or at least in originating and suggesting a design, and that in producing catchy and attractive lines you are quite equal to the task. Probably you are right, possibly you are wrong. If right, you can not fail to interest the public in your poster, provided you call the adventitious aid of tact into requisition. If, on the

contrary, you have too highly rated your abilities, a failure is within the bounds of probability.

In the United States are several persons who make poster designing and preparing a specialty. They are men fertile in ideas, and quick to intelligently grasp the requirements of the poster they are considering, and able to produce that which will unquestionably command the attention of the passer-by. There are others, adept and practical advertisement writers, who can make a sermon out of a comic song, or a comic song out of a sermon. If you would succeed, beyond a question, with your poster, and bring plethoric returns to your treasury, expend a few dollars in patronizing these gentlemen, and the result will be a foregone conclusion.

NO BETTER WAY.

There is a possibility that the present popular poster may figure in politics. It is now used to advertise everything from a variety show to a magazine, from patent medicines and beer to Sara Bernhardt, so it really seems as if there were a chance for "l'affiche" on the walls of the political arena. As yet the advance agents of the great parties have not adopted the idea, but an ambitious printer, who thinks he sees an opportunity in this line, has submitted a proof of a highly colored poster to the Republican Congressional committee, setting forth in red, blue, and maroon letters of the largest display type the claims of Maj. McKinley and the Republican Party for the suffrage of the people.

But this is scarcely up to the artistic standard of the times, and it is possible that the pictorial poster may yet do duty in advocacy of the respective candidates. It has been suggested that the Republicans might use the Napoleon posters so plentiful during the past year, representing Maj. McKinley astride of a "sound money" horse, or leading the way across the Alps of adversity into the pleasant Italy of good times. On the other hand the Democrats might represent the Boy Orator of the Platte standing on the silver deck of a prairie schooner, "whence all but he had fled," or as an equestrian performing the perilous feat of riding two horses, Democracy and Populism, around the political arena.

There is a wild-eyed Washington artist at work on these and other striking designs, and he promises to submit the drawings to the respective Congressional committees within a few weeks.

Says the *Washington Post*.

THE POSTER CRAZE.

The Fourth Estate, in a recent issue, make a gentle kick in this manner:

The poster craze is responsible for more free advertising than any scheme ever devised by the shrewdest worker for publicity-without-payment, who has played "donkey" with the confiding publisher. Advertising by using the poster craze is an easy thing, a delight and a fascination for the man happy only when he has all the best of it and a great deal more than he deserves.

The saw-dust, gold brick, how-do-you-do, glad-hand, thimble rigger and bunco games are tame compared with the policy of the poster sharp in securing space for nothing.

The original outlay is considerable, but it is simply a trifle when compared with the free space secured. It is an ill wind, etc., and the good that comes to somebody is very sure to be with the fellow who buys posters.

The signs that shout, posters that one can see through a fog, and the various other manifestations of eccentric genius, running now in poster form, do more than desecrate the landscape, for thereby is gained unlimited free advertising.

The scheme is simple and effective. Somebody has something to advertise. He has a poster made. To quote the Hibernian, who is always clever in his disregard of the ethics of language: "The worse the poster is the better it is."

The poster craze being a living issue, the advertiser sees his poster reproduced in the papers and magazines as specimens of poster art. Sitting back he must smile to himself. His grin is generous and self-satisfied, for he has secured thousands of dollars worth of advertising in the newspapers which have even paid to have his poster engraved.

Is there anything simpler? Could there be any confidence game more perfect?

Profitable Advertising has this to say in regard to the value of a fence: One of the most successful sign painters in New York was, a few years ago, an under-paid clerk in a bank. He was told one day as a joke that he could have the use of a fence on Fifth ave if he wanted it. He did. The rental of it, for advertising, brought him in more money yearly than he received as salary. That opened his clever eyes and he started in for himself.

The value of fences in big cities for advertising signs (painted) has only been appreciated of late years. Now the man owning one on a popular thoroughfare gets big rental for it.



The Convention.

A GREAT BIG SUCCESS.

Large Attendance, Much Enthusiasm, and Perfect Harmony Characterized the Proceedings.

It was exactly 11.35 A. M., Tuesday, July 21, when President P. F. Schaefer rose, gavel in hand, and rapped for order. He looked out upon the greatest and most thoroughly representative gathering of bill posters that had ever assembled in this or any other country.

The big club room of the Leland House was packed to overflowing with members of the Inter State Bill Poster's Protective Association. They came from far and near. The East, the West, the North and the South were thoroughly represented, as were also cities, towns, and even villages. At the president's left sat Treasurer C. C. Maxwell, of Lincoln, Ill. At his right Vice President Stout, of St. Louis, was esconced, and next to him sat Clarence E. Runey, secretary of the organization and the official stenographer of the convention.

The scene presented was dignified, impressive, and imposing.

As soon as the president had secured order, he resigned the chair in favor of Vice-President Stout, while he himself took the floor and delivered his annual message in which he reviewed the progress and principal events of the year just past, and pointed out matters and measures which needed the consideration of the convention.

He spoke rapidly, but evenly and clearly.

The delivery of the message consumed nearly an hour of the preliminary session which adjourned at 12.45 P. M., after the Committee on Credentials had been appointed.

The first regular session was called to order at 2.20 P. M. The report of the Committee on Credentials was read, and adopted, after which business was taken up in the regular order. The roll was called, and seventy-one members answered present. (Others came straggling in, until at adjournment eighty-two members were in attendance. This number was increased on the second day to one hundred and seventeen, and fell off Thursday to a trifle over fifty.) The minutes of the previous meeting at Springfield were read, and approved.

Under the head of "Communications" a vast deal of correspondence was read, consisting in the main of letters and telegrams of regret from members unable to attend, inquiries, complaints, and invita-

tions from local theaters and opera houses. The president hurried through with them with commendable promptness and dispatch.

Applications for membership were then taken up, and a lively debate which promised to last until the end of the session, was nipped in the bud by the adoption of a motion to refer the matter to a special committee.

It became evident at this time that the vast amount of routine work on hand rendered it imperative to suspend the rules and take up the more important matters first. After a brief debate, a motion to this effect was carried with but three dissenting votes. The revision of the constitution and by-laws was taken up, and all changes and alterations outlined and discussed. The matter was then referred to a special committee to frame the various articles, and, it being after 6 P. M., the convention adjourned.

SECOND DAY.

MORNING.

The members were late in getting together, and it was long past 10 o'clock before the convention was called to order. Vice-President Stout was in the chair, but President Schaefer arrived shortly after 11 o'clock. The report of the Committee on Constitution and By-Laws was read and accepted, after which the various articles were taken up section for section for discussion.

This consumed the remainder of the session which came to adjournment at 12.35 P. M.

SECOND DAY.

AFTERNOON.

Convention was called to order with President Schaefer in the chair, and the constitution and by-laws were again taken up. There was considerable diversity of opinion, and the debates were stubborn and tedious; but the president had the members well in hand, and held them to the work under way, until a motion to again suspend the rules again prevailed, this time to take up the election of officers for the ensuing year. It resulted as follows:

President, P. F. Schaefer, Chicago.
First Vice-President, P. G. Stout, St. Louis.
Second Vice-President, Harry Munson, New York.
Third Vice-President, Geo. Seibe, San Francisco.
Treasurer, C. C. Maxwell, Lincoln, Ill.
Secretary, Clarence E. Runey, Waukegan, Ill.

The question of changing the name of the organization was taken up, and upon motion it was unanimously decided to

call it hereafter "The International Bill Posting Association."

Adjourned at 6.45 P. M.

THIRD DAY.

MORNING.

President Schaefer rapped for order at 10.15 A. M. It became evident that the chief interest of many members in the proceedings had come to an end with the election of officers on the preceding day.

But fifty-one members responded to roll call. The others, knowing that the remaining session must necessarily be given over to hard, conscientious work, gave them-selves over to the allurements of the summer gardens and sight-seeing.

The workers buckled to with a will however, and finished a great deal of routine work. Morning session adjourned at 12.35 P. M.

THIRD DAY.

AFTERNOON.

Called to order at 2 P. M., sharp. The ranks of the workers were still further depleted, but a quorum was secured, and by hard, persevering efforts the remainder of the routine work was dispensed with. A vote of thanks was tendered to the Chicago press, the out-going officers, Sam T. Jack, the Schiller Theatre, and the Masonic roof garden for courtesies extended, and the Goodrich Steamboat Co. for their proffer of an excursion to Milwaukee and return.

ECHOES.

It was F. M. Edwards who suggested the change in the association's name. The idea was eagerly adopted, and the motion carried with a whirl.

Perry Stout is equally well known as "Pete" and "Harry."

Al. Weber, of New Orleans, was delayed by a railroad wreck en route, and did not arrive until Wednesday evening. He made his presence felt in both sessions on Thursday however, and the association is indebted to him for many valuable hints.

If there was ever a more genial, pleasant, and altogether popular gentleman than P. F. Schaefer, none of the members and delegates present had ever heard of him.

Washington Helsing, postmaster of Chicago, extended a cordial invitation to the members and delegates to visit the new post-office, and inspect its workings. Some forty or fifty did so, and enjoyed

the experience thoroughly. Postmaster Helsing was extended a vote of thanks.

Col. Burr Robbins, of the American Bill Posting Co., Chicago; Geo. M. Leonard, of Grand Rapids, Mich.; and W. H. Walker, of Detroit, Mich., were visitors.

P. B. Haber was prevented from attending by sickness.

The new name, "The International Bill Posting Association," is an improvement.

W. M. Fulford, of Chicago, was elected a solicitor.

Harry Munson, of New York, was elected a solicitor.

S. V. De Long, of Joliet, Ill., was one of the faithful who attended every session.

Fred. W. Jenks, of Elgin, Ill., took an active interest in all debates and discussions.

C. B. Woodworth, of Fort Wayne, Ind., was there.

Frank P. Myers, of Danville, Ill., was sergeant-at arms.

J. E. Girard, of Erie, Pa., made many friends.

W. J. Horn is active and aggressive. His influence was felt often.

Clarence E. Runey is the most systematic and tireless worker in the International Bill Posting Association. He is wonderfully popular with all, too.

Harry Stoops, of Chattanooga, traveled a thousand miles to be present.

Henry Werner, of Winona, Minn., expressed himself as delighted with the outcome.

Boru Marvin, of Aurora, Ill., went home each night, but was on hand bright and early every morning.

Some Live Advertising.

The "dead walls" of New York City are blooming as dead walls never bloomed before, and all on account of the handiwork of some expert sign writers. The signs that are attracting particular attention, are those advertising the virtues of a certain brand of whisky, named probably after a well-known firm of publishers. Lower Broadway was blocked the other day by a curious throng watching the "artists" at work. There were two of them, and they were armed with brushes a foot thick and a yard wide, and with colors by the barrelful. In these respects they differed from the artists who work with camel's hair pencils and tube colors. These artists were covered with paint, but the way they spread paint onto the side of that building was a caution. In the morning they started the job, at noon it was half-way done, and at five o'clock they were getting away—to decorate another building, like as not.—*New York Journal.*

DON'T BELIEVE HIM.

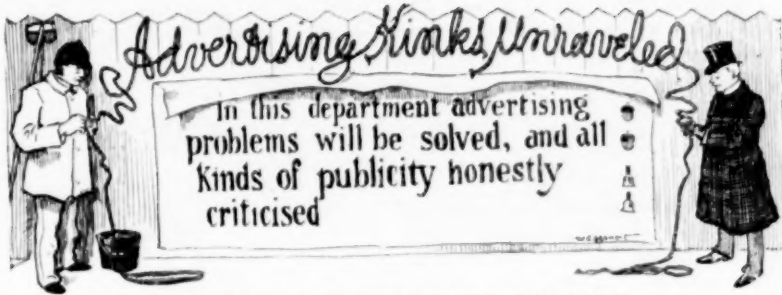
If anyone tells you that I can't post your paper in New York, don't you believe him. There is no boycott, and never has been, notwithstanding reports to the contrary.

I can give you just as good a show, and just as big a show as you are willing to pay for, and on the finest billboards of New York City.

Sam W. Hecke

107 W. 28th St., New York.
Long Distance Telephone.





Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 4114 Elm Avenue, Philadelphia.

A PENNY-WISE MAN.

Through my advertisement in BILLBOARD ADVERTISING, I received an order, the other day, from a new man in the field of advertising, who wanted me to write a one page, single-leaf circular for his newly discovered dyspepsia cure. I did not write the circular, and the reason I did not will form a good text for a sermon I am going to preach to some other advertiser.

I told our dyspeptic advertiser that a single-leaf, cheap-looking circular, such as he had in mind, would kill the sale, rather than increase it, of his remedy; that the public would "size up" his medicine by the "get-up" of his circular; that a circular, such as he wanted, would never be read anyhow, for two reasons. Firstly, it would be so common-place and unattractive that it would never meet a dyspeptic's eye. Secondly, if some one, by chance, should happen to pick up one of these circulars (which were to be 5x8 inches, and printed on very cheap and common paper), the cheap look, the smell of the common ink, and the mean feel of the poor paper would give him anything but a favorable impression of the remedy advertised.

I wanted to originate for our dyspeptic advertiser a neat and attractive four-page folder of odd shape, containing on the first page nothing but a bold catch line. And I stipulated that these circulars *must* be printed, artistically, on good paper.

The dyspeptic advertiser said, he could not afford to circulate a circular gotten up on such an elaborate and expensive plan. I said, I could not afford to write for him the kind that I *knew*, beforehand, would never pay him.

The dyspeptic advertiser went his way. I went mine.

A CASE IN POINT.

A month ago I wanted to find the best water route to Bloch Island. The steam-boat company who has the shortest and most direct route, sent me a miserable little circular, 6x9 inches, printed in the "dodger" style. I reasoned it out that a company who would send out such a cheap circular, would run their steam-boats on the same plan, and that they would contain no accommodation worth speaking of. As a result, I decided on the Stonington line, although they get you there by a much more roundabout way. Afterwards I found out that the company which sent me the poor cir-

cular, had very fine boats, yet, through their cheap circular, they lost a patron that I know of, and I have no doubt but that thousands of others are each year being warned against their boats by their own circulars.

MORAL.—Any kind of advertising doesn't pay.

ONE FOR THE POSTER.

The there's-only-one-kind-of-advertising-that-pays-and-that's-newspaper-advertising man is going to disagree with me when I say that the small poster, or "hanger," rises head and shoulders above the newspaper adlet at the summer resorts.

The hotel people walk around the office and waiting rooms by the hour, reading all the wall signs that may be hung there, while the newspapers lay unopened upon the reading tables; and, as for the local newspaper, half the guests don't know that one is published, and the other half believe that there is a paper published, but have never seen it.

The reason for all this is very simple; you go away for recreation, and take with you that restless feeling that won't let you settle down to read, while it will let you wander around the office from poster to poster, reading as you run.

M. F. Sprenger, "The Honest King Bill Poster," is enjoying a most prosperous trade this summer. He never lets anything slip by, and consequently his boards are always full of live posters. Just now he is billing the Duchess County Fair and the National Bicycle meet.

McElroy Bros., of Flushing, L. I., are two of the most enterprising hustlers in the business; some of their ideas are worthy of emulation. They are doing a big business.

Lou Roley, of Pana, Ill., has some fine boards, and a good town. Lou is also Secretary of the Fair.

Messrs. Theiss & Smith report business very good this spring and summer. They have on boards Liggett & Myer's Star Tobacco, Bartholomay's Rochester Beer, The Crawford Bicycle, Beeman's Chewing Gum, and Warner's Corsets, and are also erecting one new board, 100x100 ft. on a corner, one 75 ft., and one 100 ft.

NEW YORK NOTES.

Very little new business in any line of advertising just now.

Everybody is expecting a large slice of the Siegel-Cooper appropriation which will be in evidence about October 1. The R. J. Gunning Co. has a paint contract covering the suburbs of New York, and extending a hundred miles or so in all directions. Mr. Chas F. Jones has charge of the Siegel-Cooper advertising department. He is the man who rendered it necessary to call out the police at the opening of A. M. Rothschild & Co. in Chicago some months ago; the crowd was so dense as to block the streets for hours within half a mile of the store. The impression is that money will be freely spent in all legitimate directions, and the bill posters expect a good share.

The most effective and beautiful furniture poster ever displayed in New York, is the 20-sheet of Cowperthwait, executed by Donaldson, Cincinnati, and just now being placed on the billboards.

Raymond, Hawes & Co., hat manufacturers, Danbury and New York, have posted the wholesale districts with their Hawes Hat 3-sheets, announcing fall and winter styles. This is done more to appeal to the out-of-town dealers, than with the idea of making any retail sales of winter goods just now.

"Big G" and "Santal Midy" are the biggest things on the boards. Sometimes whole blocks of boards will contain nothing else. ("Aunt Jemima," keep off.)

There are rumors that the bill posters' combine is becoming strained. Insinuations of rate cutting are being whispered against one of the members, and the whispers are getting louder and louder.

The O. J. Gude Co. and Reagan & Clark are building numerous new boards on the roofs along the L. lines.

J. G. Asbury is painting New York City for Harper Whisky. His appropriation is unlimited, the instructions being to put up a bigger and better show than any article ever before had in New York. Asbury is one of the few contractors who can paint a wall and handle a big gang of men at the same time, and do both well. He says that when he gets through with New York, the tetotaler will be the only one who does not drink Harper.

Aestheticism Rampant. More Prudes and Prudery.

The Woman's Club of Muncie, Ind., has passed resolutions, condemning cheap advertisements by merchants, as placed on poles and fences, and will take steps to stop it, favoring only advertising in newspapers. They also denounce immoral pictures, as posted by show and theatrical companies, and will try to stop their display on billboards in Muncie. Next to Cambridge City, this club is the oldest woman's organization in Indiana.—*Cincinnati Enquirer*.



The rumored assignment of the Central Show Printing Company, of Chicago, turned out to be a pure fabrication—not one single word of truth in it. This concern is in a highly prosperous condition, and its utmost capacity is severely taxed to keep up with its orders.

The report, which was industriously circulated in Cincinnati and St. Louis, was evidently the invention of some contemptible miscreant who imagined he had a grievance against the concern, and took this means to get even.

F. M. Edwards, of St. Louis, attended the International convention at Chicago.

Thos. S. Dando, formerly manager of the Ledger Job Office, of Philadelphia, Pa., which recently went out of existence, has embarked in the same line of business on his own account. He is very popular, and has the best wishes of a wide circle of friends.

There is absolutely no truth in the report that the Central Show Printing Co., had assigned. This house is as sound, financially, as the Bank of England.

C. W. Jordan, of the Jordan Show Printing Co., Chicago, Ill., is a member of the International Bill Posting Association, and was in daily attendance at the meetings.

The Roosen Ink Works grew too large for its old quarters down in John street, and removed to 31 and 33 South Fifth street, Brooklyn, where they have most excellent offices and workshops, and sufficient room to grow. Mr. H. D. Roosen, the head of the firm, is, no doubt, one of the best known young men in the printing ink industry, and to him the honor is due for the success of his firm. He has built up a lucrative export trade, rapidly putting his firm to the fore. They have branches in London and Chicago.

The Ault & Wiborg Co. continue to increase their business. Their immense factories in Cincinnati are always kept running full time.

The Penn Printing and Publishing Co., formerly known as the Ledger Show Print, of Philadelphia, is now in successful operation, under entirely new management. This concern is one of the largest in the country, and is thoroughly up to date in its methods.

The Calvert Lithographing Co., of Detroit, Mich., producers of Artistic Posters especially, report business on a very steady increase. Their plant is one of the finest equipped in the country.

The Binghamton Bill Posting Co., of Binghamton, N. Y., are certainly progressive promoters of publicity, with up-to-date ideas. They furnish patrons a weekly report of the condition of all paper on their boards.

WHAT THE DISTRIBUTORS ARE DOING

Chicago, July 25, 1896.

To the members of the International Association of Distributors,

I would like each member to co-operate with me in making our association one of the best and largest in the country. Let each member try and get some honest distributor to join our association, for in union there is strength. I would call your attention to advertisers first. Be very careful when printing matter is shipped to you. See that none of it is wasted, as it costs a great deal of money. Second, try and put it where it will bring trade to the advertiser, and at the same time it will bring more business to the distributor. I would advise all distributors to subscribe for and read BILLBOARD ADVERTISING. My experience for the first year I received it, is as follows: BILLBOARD subscription, \$1.00; advertising, \$7.00; total, \$8.00. I received through BILLBOARD ADVERTISING orders to the amount of nearly \$208.75. Pretty good for an investment of only \$8.00 I remain,

Very truly yours,
J. A. CLOUGH,
President of the I. D.

CONVENTION NOTES.

Over twenty-five distributors attended the I. A. D. convention. All left Chicago convinced that under the present constitution and by-laws, and with the newly elected officers, the association would grow to be a power in the advertising world.

James L. Hill attended the meeting, and all he would talk about was the possibilities of the International Association of Distributors.

A. M. Poff, of Lawrence, Kas., understands distributing and bill posting; but while at the Chicago meeting gave the boys a few pointers on how to make oneself agreeable to the ladies.

The following officers were elected at the meeting of the International Association of Distributors at Chicago, Ill., July 22-24.

J. A. Clough, President, Chicago, Ill.

W. H. Steinbrenner, Sec'y-Treas., Cincinnati, O.

James L. Hill, Soliciting Sec'y, Nashville, Tenn.

J. E. Stroyer, First Vice-Pres., Rochester, N. Y.

W. J. Kryder, Second Vice-Pres., Dowagiac, Mich.

W. H. Case, Third Vice-Pres., Ft. Wayne, Ind.

The following members, in conjunction with the above named officers, will form the Executive Committee:

Thomas Kain, Middletown, to serve three years.

W. E. Patton, Corinth, Miss., to serve two years.

A. M. Poff, Lawrence, Kas., to serve one year.

Some of us wonder if W. J. Kryder, of Dowagiac, Mich., is still wearing his yellow ribbon with International Association of Distributors printed thereon.

A. J. Clough, of Chicago, is a prince of good fellows, and will without a doubt make a good president. He is confident of the success of the I. A. D.

W. H. Steinbrenner, while attending the meeting, looked after his business and closed one contract for the distribution of sixty thousand booklets, and another for ten thousand per month for twelve consecutive months.

Owing to the illness of his wife, Thomas Kain was unable to be at Chicago. He encouraged the boys with a very nice letter.

H. Wiener, of Winona, Wis., is an enthusiastic distributor.

C. E. Runey had his time pretty well taken up between the Inter-State (now International) Bill Posting Association and the International Association of Distributors. Runey is an all-around fine fellow.

W. H. Case, of Ft. Wayne, Ind., almost went wild on account of not being able to attend the meeting. Business of importance detained him. He asked for prayers in his letter of regret.

With the newly-elected officers of the International Association of Distributors there can be no doubt of its success. They are all men who have made distributing a successful business. Now let every member do his utmost.

The guarantee which the I. A. D. has adopted for its members, is worthy of the consideration of all firms who use this method of advertising.

The International Association of Distributors is now ready for business, and extend an invitation to all honest and reliable distributors to make their application for membership. Address the Secretary - Treasurer, W. H. Steinbrenner, 811 Vine st., Cincinnati, O.

The Inland Printer for August is most interesting. This publication has an individuality highly creditable to the editorial and business management. Primarily a trade journal in the printing interest, the beauty of its typography and illustrations recommend it to the general public.

J. M. Dishon, of Terre Haute, has one of the finest plants in the West, and is always busy.



J. A. CLOUGH.

J. A. Clough, the newly elected President of the International Association of Distributors, was born in Orange County, N. Y., thirty-eight years ago. At the age of thirteen years, he entered the country store of Mr. A. J. Burt in the capacity of clerk. Remaining two years, and getting tired of country life, he went to Providence, R. I. Entering the old Providence Hotel as bell boy, and working himself up until he got to the top as head clerk, remaining five years. Hearing a great deal about the West, Mr. Clough thought he would take Mr. Greeley's advice, and went West. Bringing his young wife with him, they landed in Detroit. After a short stay there, he went to Chicago, where he has remained ever since. For over two years Mr. Clough had charge of a crew of distributors, doing C. J. Hood's distributing in and about Chicago. Since then, Mr. Clough has been doing a strictly first-class distributing business on his own account, and has built up one of the largest distributing agencies in the West. Mr. Clough, in 1877, married Miss Nellie J. Putnam, of Worcester, Mass. Mr. Clough is strictly temperate, reliable, and enjoys the fullest confidence of those who know him. The International Association of Distributors is to be congratulated on securing such a live man for President, and we predict, that, under his guidance, the next meeting will find the Association on a good solid basis.



Convention of The International Bill Posting Association, in Chicago, Ills.

OFFICIAL.

The Inter State Bill Posters Protective Association Convention was held in Chicago, July 21, 22, and 23, 1896. By unanimous vote of all members present the name of the association was changed to "International Bill Posting Association." The following officers were elected, and prices adopted.

Officers.

- P. F. Schaefer, President, Chicago, Ill.
- P. G. Stout, 1st Vice-Pres., St. Louis.
- Harry Munson, 2d " New York City.
- Geo. H. Siebe, 3d " San Francisco.
- Chas. C. Maxwell, Treas., Lincoln, Ill.
- Clar. E. Runey, Sec'y, Waukegan, Ill.

Board of Directors.

- P. B. Haber, Chairman, Fond du Lac.
- Albert Weber, New Orleans, La.
- F. M. Edwards, St. Louis, Mo.
- W. H. Donaldson, Cincinnati, O.
- Harry Stoops, Chattanooga, Tenn.
- L. M. Crawford, Topeka, Kan.
- J. E. Girard, Erie, Pa.
- Geo. Robinson, Fort Worth, Tex.
- O. J. Johnson, Galesburg, Ill.
- T. M. Cooley, Binghamton, N. Y.
- C. B. Woodworth, Fort Wayne, Ind.
- D. C. Benjamin, Windsor, Ont.

Executive Committee.

- P. F. Schaefer, chairman, Chicago, Ill.;
- Boru Marvin, Aurora, Ill.;
- Frank P. Myers, Danville, Ill.;
- W. C. Tiede, Racine, Wis.;
- L. P. Card, Harvard, Ill.

Board of Promotion.

To be appointed by the President, and composed of one member from each State and Dominion.

Solicitors.

- Harry Munson, New York City.
- Jam W. Hoke, New York City.
- P. F. Schaefer, Chicago, Ill.
- C. S. Houghtaling, New York City.
- W. M. Fulford, Chicago, Ill.
- P. G. Stout, St. Louis, Mo.

National Inspectors.

- Chas. B. Kittredge, Waukegan, Ill.
- C. E. Runey, Waukegan, Ill.

Attorneys.

- Tarrant & Kronshage, Milwaukee, Wis.
- Maxwell & Maxwell, Lincoln, Ill.

SCALE OF PRICES.

Cities of 1,000 to 5,000 population, 3c. per sheet, thirty days; 5,000 to 10,000, 4c.; 10,000 to 20,000, 5c.; 20,000 to 40,000, 6c.; 40,000 to 50,000, 7c.; 50,000 to 100,000, per month, 9c.—1st week, 3c.; 2d week, 2c.; 3d week, 2c.; 4th week, 2c.; 100,000 and upwards (except New York City), per month, 12c., per week, 3c. per sheet; New York City, 14c. per month. One sheet scattering, 3c. per sheet, fifteen days.

Prices for Circus Work.

All stand work on protected boards, 15c. per running lineal foot, or 4c. per sheet per week. New boards, 20c. per running lineal foot for not over thirty days' showing. Single sheets, not listed, 3c. per sheet.

Card and Tin Tacking.

- 4x 8 to 5x14= 70 square in., 1c. each.
- 5x14 to 6x18=108 " 1½c. "
- 6x18 to 6x24=144 " 2c. "
- 6x24 to 6x30=180 " 2½c. "
- 6x30 to 12x18=216 " 3c. "

For odd work figure price nearest to above in square inches. Tacks to be furnished by the advertiser.

Distributing

Distributing 3,000 articles, not over 2 ounce weight, \$2.00 per thousand; 5,000 articles, not over 2 ounce weight, \$1.75 per thousand. Over 5,000 lots, rates will be made on application. Country team route, double above prices.

Cloth Banner Signs.

- 7x6 to 14x11=154 square in., 2c. each.
- 14x6 to 21x28=588 " 3c. "

JOSEPH E. GIRARD.

Our frontispiece this month is adorned with a very faithful likeness of Joseph E. Girard, the popular member of the International, of Erie, Pa. Mr. Girard was born May 29th, 1862, at Buffalo, N. Y. Left an orphan when quite young, he soon learned that to succeed, he must be a hustler. He has been a newsboy, grocer's clerk, saloon keeper, ball player and umpire, and was always of a speculative disposition. In 1886 he married a professional lady and embarked in the show business, in the winter playing with combinations, and in the fall taking side shows to fairs. In 1890 he opened and conducted a Museum in Jamestown, N. Y., for one year, with phenomenal success. Sept. 2, 1891, he opened the Wonderland Museum in Erie, Pa., to which place he moved with his family, and became one of her most popular citizens, and, by close attention to business and strict integrity, has accumulated money and a host of friends. In 1894 he added bill posting to his list of enterprises. That he is fast gaining an enviable reputation in that line, goes without saying. Mr. Girard is one of the principal stock holders of the Erie Race Track Association, and their general manager. He also looks after the interests of his wife's three race horses, "Media," "Elfie G.," and the famous pacing stallion, "Hannis, Jr.," 2.16½. As will be seen, Mr. Girard is a very busy man, but he always has time to help a friend in trouble, is a most congenial companion, wit and story-teller and his friends are legion. The only pity is there is not more like him in this busy work-a-day world.

DUES.

Waukegan, Ills., Aug. 1st, 1896.
To the members of the I. B. P. A.

Dear Sirs and Brothers—Dues from July 1st, 1896, to July 1st, 1897, are now due, and payable as follows:

1,000 to 10,000 population	\$ 2.00.
10,000 " 20,000 "	3.00.
20,000 " 40,000 "	4.00.
40,000 " 60,000 "	5.00.
60,000 " 80,000 "	6.00.
80,000 " 100,000 "	8.00.
100,000 and over	10.00.

For running expenses.

All members in arrears to July 1, 1896, please remit promptly. Failure to pay same within thirty days will invalidate your membership.

Fraternally,
C. E. RUNEV, Sec'y.



Jim Smears he kept a painter's shop
In a little country town,
And worked for all the neighborhood
For many miles around.

He used the door of his shop
When'er a brush he had to clean,
And soon it was a brilliant spot
Of dashes, crimson, blue and green.

Erstwhile there came a city man
Who bought that gaudy door,
For which he paid but fifty cents
And not a nickel more.

He took that gay door back to town,
With its gorgeous hues in chunks,
And sold it as a Beardsley,
For no less than hundred plunks.

—The Painters Magazine.

The "dead wall" becomes alive with interest after the sign is completed.

"The handwriting on the wall"—modern mural signs.

The "Times of the Signs" is the way the Curran Co., of Denver, have it on their blotters.

To "paint the town" use mural signs and artistic painted bulletins.

Any sign painter who has a regularly equipped plant of bulletin boards, and makes a specialty of this form of advertising, is eligible for membership in the International Bill Posting Association. The members of this organization, though chiefly composed of bill posters, unanimously decided that wall signs and bulletins were so closely analogous that what was good for one could not fail to be beneficial to the other. It was, therefore, deemed wise to take them into the association, and have all work in harmony as far as possible.

Articles of interest to readers of this department are solicited. Those of an acceptable nature will be paid for.

Chicago, July 20, 1896.

Editor BILLBOARD ADVERTISING.

Dear Sir—In your midsummer issue of the BILLBOARD ADVERTISING you state, that Ringling Bros., who formerly patronized the Empire Show Printing Co., had taken their work to the Central Show Printing Co., "only to find out that they would have to move it again." As I am their Chicago representative, and do the ordering for paper, the above statement is a "scoop" of show news to me, as Ringling Bros.' work is still being done at the Central to our entire satisfaction, and handled in a more prompt and thorough manner than ever before. Consequently you will greatly favor us by retracting the assertion in your next issue.

Knowing that BILLBOARD ADVERTISING is at all times ready to correct all errors, and wishing your paper every success, I remain,
Yours very truly,
E. ARLINGTON.

Eastport, Me., July 26, 1896.
Editor BILLBOARD ADVERTISING.

Dear Sir—On May 21, 1896, I received a letter from E. J. Leighton, New England agent for Beeman's Chemical Co., asking what I would post 2x 28 and 15x 3 for. I immediately replied that I would put it up for a thirty days' showing at 5c per sheet. I received the paper on May 29th, and that same date it was up, and I forwarded the bill to Mr. Leighton, so he could O. K. the same for the Beeman Co. On June 27th, I notified both Leighton and the Beeman Co. that their bill was due the 29th of June. I have written five letters to the company, and at last drew on them for the amount through the Frontier National Bank here, and it was returned, dishonored, with these words, "We do not pay bills of this kind by draft." Now, in God's name, how do they pay their bills? I have bills of my own that I have to pay, and if the Beeman Chemical Co. do not pay, how can I pay to others? And if the above company sends any more paper down this way, it will have to be accompanied with the cash. Now, what my object is in writing this communication, is to let the craft know, as all bill posters should know, what kind of people the Beeman Chemical Co. are, and to advise the boys to be sure of your money first, and always look into your boots before you pull them on. I am sorry I could not attend the convention of the boys, but am in hopes by another year to be there. I will close now.

Fraternally yours,
J. A. MULDOON,
Bill poster, Eastport, Me.

Twenty-six States were represented at the International Bill Posting Association convention, at Chicago.

"Where All The World May See."
Just What You
Want For Your
CARDS AND STATIONERY.



\$1.00

Will secure a duplicate of the above cut. Send money with order to

BILLBOARD
ADVERTISING,

127 E. 8th, Cincinnati, O.

Billboard Advertising

PUBLISHED MONTHLY AT
127 East Eighth Street, Cincinnati, O., U. S. A.

BY
BILLBOARD ADVERTISING CO.,
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscripts.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

AUGUST 1, 1896.

SINCE our last issue, two important national conventions have passed into history: that of the International Bill Posting Association (formerly the Inter-State), at Chicago, and the Associated Bill Posters' Association, at Cleveland. The former enjoyed a very large attendance, in fact, it is said to have been the largest gathering of bill posters that ever took place. At the second day's session a careful count revealed the fact that there were one hundred and seventeen members of the organization on the floor. They came from all sections, the East, the West, the North, and the South, big cities and small towns, all were present.

It was a representative gathering in every sense of the word. The proceedings were characterized by admirable decorum and business-like dispatch; the discussions were thorough, and the debates exhaustive and dispassionate.

For this reason the findings of the meeting will carry great weight, and obtain much consideration at the hands of the craft at large.

* * *

THE price schedule, already low, was made lower. This action was the direct result of bringing forth an expression of opinion from those most chiefly concerned—the bill posters in the smaller towns. It is certain that these men know what they are doing. It cannot be denied that they fully realize what it costs them to maintain their plants, and have well-defined ideas of what should constitute an adequate profit on their investment. Therefore, when they declare, as they have in this instance, that the prices adopted are not low, but only fair and equitable, their brothers in the larger towns must needs accept their decision.

Strangely enough, too, it was the members from the smaller towns who were directly responsible for advancing the commission of agents and middlemen to twenty per cent. The members from the cities combated this measure vigorously, and are even yet constrained to believe that the action taken was unwise.

* * *

AMONG the many other commendable features of the deliberations were the ringing declaration that the organization be an "open" association in contra-distinction to the so-called "close" association; the change of name from the Inter-State Bill Posters' Protective Association to the International Bill Posting Association; the institution of an absolutely guaranteed service; the establishment of a board of arbitration, and the decision that the price on purely local work was a local issue and a matter with which the association as a whole need not concern itself. This latter is important because many bill posters have been in doubt on the point heretofore. Some have contended that the price schedule applied only to circuses and general advertisers, while others insisted that it applied to local work also.

It is well, therefore, that the association should go on record in the matter, and it is also expedient to allow a bill-poster the utmost latitude in this respect, especially just at this time when a special rate is liable to secure a trial order from some local merchant who may possibly prove a steady patron thereafter.

* * *

By far the most important action taken by the convention, however, was the creation of a permanent Board of Promotion, which has for its object the establishing of bill posting plants in isolated cities situated in sparsely settled districts.

It was the sense of the convention that small towns, suburban or immediately adjacent to cities having an established service, would, in time, be added to the plant in question, and that the Board concern itself only with the class first mentioned.

We do not know as yet what means will be utilized, or what plan the Board will adopt; but we do know that if it succeeds in solving this problem, the business of bill posting will be incalculably benefitted. The greatest drawback which the bill posters of the country have to contend against to-day, is lack of service in the very small towns. Advertisers have to abandon whole sections of country on this account, or reach them through other mediums. Correct this state of affairs, and instead of hundreds we will have thousands of advertisers on the boards.

ALTHOUGH little interest was felt in the proceedings of the Cleveland convention, the unexpected happened, and the outcome proved a thorough and pleasing surprise. O. J. Gude and Edward A. Stahlbrodt buried the hatchet, and shook hands. There is an old saying that "a hearty hater makes a steadfast friend." If this be true, these erstwhile foemen may be expected to develop a friendship which, in point of depth and strength, will rival that of Damon and Pythias. It is said that the reconciliation is directly due to the good offices of R. C. Campbell. If such is the case, we shall be compelled to acknowledge that that vociferous and worthy gentleman possesses a degree of tact and judgment which we never suspected. Seriously, though, we like to give credit where it is due, and the establishment of cordial relations between these gentlemen means much. It means the end of a long drawn-out struggle, fraught with turmoil, contention, and much unseemly strife. It means peace in the association, and prosperity to the principals of a most remarkable feud.

FOR THE GOOD OF THE ORDER.

A Few Observations by Sam W. Hoke.

At the junction of 7th avenue, St. Nicholas avenue and 116th street, New York, there are a number of billboards; and as the location is among the best, they are usually always filled with live paper.

Among the boards is a portion of one belonging to Van Beuren, that had been faced up for a painted sign. Six inch tongue-and-groove flooring, free from knot holes, was used, and it was perfectly put together; it has had a number of coats of paint.

Some six weeks ago, this space was covered with a poster; on inquiry, Mr. Pratt tells me that the English "Gloy" was the paste used, and that it was put up as an experiment.

During the six weeks that this paper has been up, there have been rains, and heavy rains at that, almost every day. But that one stand is as free from imperfections as the paper on your parlor wall, while all around it the posters are ragged and torn after each storm.

—\$—

In an eastern town, a few days ago, I saw the men with the paste brush vigorously cutting away the weeds around the bottom of a billboard. I stopped and watched. After the weeds were removed, they stripped the board, and then took some pieces of sheet-iron or zinc and patched up a few small cracks where the boards had shrunk. Then they put up the poster. It was a 16-sheet, and it covered out an old 20-sheet, leaving a portion of the latter showing. But it didn't show for long, for the man with the paste quickly covered it with white paper, also

covering around the bottom and edges, giving the stand an extremely clean and neat appearance.

I strolled around the town and noticed other billboards, and found few weeds obscuring the bottoms of the posters, and very seldom did I see a board with a crack in it, or a ragged poster.

I hunted up the boss bill poster, and he told me that his men always carried a hammer and strips of metal to make repairs with; he said that the metal cost nothing to speak of, as he gets it from the scrap pile of a tinner near by. He also has his men carry a small sickle during the summer to cut away the weeds which are so deadly to display if left to themselves.

I made a mental resolve that if I ever had any bill posting to place, that man should have the work. I would give you his name and address, but just then I woke up.

—\$—

BILLBOARD ADVERTISING has had something to say about the necessity for uniformity in size of the "sheet" used in posters. The variations certainly do cause trouble. For instance, a bill poster has a 28-sheet stand on his boards, with other live paper on either side of it. The 28-sheet is dead, and he has another 28 sheet to replace it with. When he inspects the board after the change has been made, he finds that 6, 8, or 10 inches of the poster adjoining has been covered up, lapped over, by the new paper. The sheet of the original poster was probably 40 inches long, and the new one 42 inches, making a difference of 14 inches in the length of the two posters.

The difference in height doesn't affect adjoining paper, but it sometimes causes some funny additions to the new poster that were never contemplated by the man who designed it. I saw a 3-sheet of Pabst Beer the other day, and at the bottom was a "Scale of Prices: 15c., 25c., 50c. No higher." Until looked at rather closely, it seemed to belong to the Pabst poster.

The bill posters, the poster printers, and the circus managers ought to be able to get together, and adopt a uniform-size poster sheet. And I suggest 30 x 40, instead of 28 x 42. Why? Because it is an easy matter to add a foot to the top of a billboard, at small expense. But if you have a board on a 25 foot lot, you can't widen that lot a foot or two without the consent of the owner of the adjoining property. See?

—\$—

A man who has tried it, told me the other day that when a board is built upright instead of horizontal, and a crack comes, and the paper breaks, and the rain falls, that the rain slides right down that crack. With a horizontal crack, however, the rain slides right down under the paper, and, after a while, gets most of it off the board. He didn't tell me what happened when there was a horizontal wind to drive tee rain against the upright cracks.

Attention is directed to a letter, from Mr. Edward Arlington, excursion agent of Ringling Bros.' Shows, which we publish in another column.



In the management of privileges at a county fair, nothing will tend to lessen the work more, and to make things run along smoothly, than to have the grounds accurately platted by a surveyor. After drawing is made have it reduced, and then have the plat printed, so that each person buying a privilege can have a plat of the grounds, with the space he is to occupy marked off on it. How many tickets should go with a privilege ought to be decided at the time contract for privilege is made. Don't wait until fair is on, and then have disputes with first this man, and then that. Have it out when contract is made. If you don't, you will be unjust to some, and will be "done" by others.

For privilege department, the party in charge should have a duplicate numbered certificate book. Let him keep a record of each privilege sold, on a stub, to whom, how much, location and what rights sold. Let him give party purchasing, a certificate, correspondingly filled out, which is evidence of party's right to be on the grounds, and doing business. Anyone not having purchased one of these certificates, can be promptly spotted and fired from the grounds, in a way that they will remember, when they get into the same locality on the following year. A lack of proper, systematic management in this department is the cause of many an association being hoodwinked by a lot of irresponsible and itinerate peddlers, that it is time fair managers got onto. The privilege department is the most important department of the fair, save the ticket department.

Everyone has heard of checking a satchel at a hotel. What would be the matter of checking vehicles at the fair? During the fair there are hundreds of parties who desire to hitch their teams. Hitching facilities are often inadequate, and then too, there is no little danger of whip stealing, a misdemeanor which a farmer often fears will be practiced upon him.

Several hundred good hitching posts, numbered, to correspond with brass check and fenced in, if under the management of a good reliable man, and a crew of boys to help him, would prove a great convenience to the public, and a source of revenue to the society. No one would object to paying ten cents to have his horse checked, and thus be relieved from worry. People would jump at the chance. Solicitude for the welfare of his horse and buggy, often spoils a man's afternoon.

One of the most visionary advertising schemes that has yet come to the surface

is to have a moving bill board, running along the top of the fair ground fence, all the way round. This certainly eclipses the old custom of painting signs on the fence.

It is a great source of convenience to an exhibitor of live stock, to be able to know exactly where his stalls are located, so that when he reaches the grounds with his show he will be subjected to no embarrassing delays in the matter of getting located. All barns ought to be lettered, and all stalls numbered; plats should be made showing the ground plan of the different barns, and when an exhibitor is assigned stall room, one of these plats should be mailed to him, with the stalls or pens which his show is to occupy, checked off. A drawing can be made, and then a cut made from it, at a very slight cost. These matters cost but little money; they require foresight. The same is true in the machinery and manufacturing departments. Exhibitors like to learn early exactly where their space is. A printed plat is the cheapest and most satisfactory way of imparting this information.

Lookout for the water supply. Nothing will reflect worse on the management, than a lack of good cold water.

People get weary during their days tramp around the grounds. They will look for places to sit down, and the ordinary person objects to sprawling out in the dusty grass. Plenty of benches ought to be provided, and distributed about, so people can rest when they get tired.

An old exhibitor tells us of the times when in Kentucky, the farmers used to rent booths during fair week, and feed all their friends free of charge. How the fair ground meal has degenerated. Now a man must pay a fabulous price for a rank lunch. Then he got an old-time meal like mother used to cook, free of charge.

The Weary Willies must have been the cause of this oyster like change in the hearts of the farmers.

A good form of entry tag is the one manufactured by the Sackett Wire Tag Co., of Garden Prairie, Ill. This tag, in shape is like an ordinary shipping tag, but is perforated through the center. The lower half of each tag is torn off by the secretary, and given to the exhibitor, as a claim check for the article placed on exhibition, after the fair is over: while the corresponding part answers the purpose of the ordinary entry tag. Use of a

tag of this character prevents the loss of articles by an association, as only the holders of checks can take articles from the buildings at the close of the fair. The fine wire used in their construction, is especially handy in fastening tags to articles on exhibition. Fine wire is a handy thing, whether used to tag a chicken coop or a lace handkerchief.

One of the latest in attractions is a real railroad wreck. Two trains are sent into each other at forty miles an hour. It comes high, but it is all right.

One of the best annexes to a fair is a good dog show. Many of the leading state fairs make the kennel show an annual feature of their fair, and there is every reason why it should be so.

A dog show in any fair properly run will be a drawing card, will more than pay for itself, and please the people. It is an attraction second to none.

Chas. F. Kennedy, secretary of the Indiana State Fair, is to be congratulated on the issuance of a very neat 3½x5 inch pamphlet, containing a complete list of the names and addresses of parties who exhibited at the Indiana State Fair in 1895. Lists of this character are very valuable, and, doubtless, other fairs will follow Indiana's example in this regard.

Catalogue of Live Stock Exhibitors.

A catalogue of live stock exhibits is a book published between the date of closing the entries, and the first day of the fair, giving the pedigrees of all animals on exhibition, and the names and addresses of their owners. Each animal named in this book, bears a catalogue number, which enables the reader to locate the animals described therein, the same as he would locate the works of art in an art collection, by means of a catalogue.

To publish a catalogue of stock exhibits, requires the presence in the town where issued, good printing facilities; a linotype machine is especially desirable for this work, owing to the fact that it must be gotten in circulation so quickly after copy is given to the printer.

On the secretary's part the first step is to arrange the premium list properly; each class should bear a number, and each prize offered in the class should bear a number, for instance: say, Poland China swine are class No. 15, and a Poland China boar "over one year and under two," is prize No. 331; as the entries come in, all entries for a Poland China boar, "one year and under two," must be filed together under No. 331, and so through the entire list of premiums offered. After all entries received are filed together in this manner, they may be copied and numbered, commencing from No. 1, continuing to as high as there are entries. This number is the catalogue number.

Two duplicate sets of catalogue numbers should be issued, one printed on bristol board, to be tacked up over the animal as it stands in the hall, the other on thinner paper, to be stuck on the animals side as it is led into the show ring, so that people can know what they are looking at. Put a little dab of paste

on the animals side or hips, and then slap the number on.

A catalogue of this character may be issued either in a fine souvenir form and sold, or in a cheaper form, with advertisements in, and given away. It is a better advertising medium than the premium list, for while the latter is sent to parties who may come to the fair, the former is given to parties who are at the fair; a difference which advertisers will readily notice and appreciate.

Seven Things Briefly Stated, which I Think Make a Successful Fair, if Adopted, or a Poor Fair, if Neglected.

First.—Pay every and all premiums and race purses awarded in full, every year, at the time of the fair, or soon after, even if compelled to borrow money to do it.

Second.—Do not offer larger premiums than you are able to pay; for a small premium, paid in full, makes no enemies, but a large premium, partially paid, makes an enemy in every case.

Third.—Have something going on each day, every day, and all day, on the exact time advertised. If in a rural district, call your races at one o'clock, so that the farmers can see the races finished, and, therefore, go home well pleased, and certain to return again the next day.

Fourth.—Advertise extensively in every conceivable way. Have everything you advertise, and be very sure to advertise everything you have.

Fifth.—Make your ticket system as liberal as possible. Demand that your gate keepers always act the gentleman; that they have no quarrels with any patron of the fair, all ways remembering that a twenty-five-cent mad is the meanest kind, and will stay by a man much longer than a five-dollar mad.

Sixth.—Be sure that every exhibitor, race-horse owner, and privilege taker goes away in good humor, and he will be a living advertisement for the following year.

Seventh.—Allow no gambling or intoxicating drinks of any kind upon your grounds, although the inducements be ever so tempting.

The above rules, closely followed, have been the means of developing our town fair here in Central New York from an exhibition of insignificant proportions into a phenomenal success.

J. B. WILSON,

Sec'y Dryden Ag'l Society, Dryden, N. Y.

The following paper was read at the Second Annual Meeting of the Agricultural Fair Association, of Wisconsin, March 6th, 1896, by John A. Craig, Professor of Animal Husbandry, University of Wisconsin.

"I am glad that you have given me the opportunity of submitting to you a statement of our college work in training students for stock judging. As the outgrowth of this I have a suggestion to make that cannot but be of mutual benefit if acted upon.

Our work and that of the county fairs are akin, in so far as they are educational and have to do with the same people. In the plan which I have to submit to you there are educational possibilities which if developed will strengthen this kinship and be helpful in widening the sphere of utility of our work and of your work.

If we can arrange to have some of our trained students act as judges of live stock at our county fairs it will add greatly to the practical work of the training of our college, and I believe it will help materially in assisting the county fair in accomplishing its educational mission.

To indicate the advantage that would come to you through the employment of our students as judges, it is hardly necessary for me to voice any dissatisfaction with the present system. You can do that in a more sincere manner than I can, and it only remains for me to say that it would be an improvement to have the judges selected because of their ability and fair-mindedness, and not because of their friends and good fellowship.

For some time past our college has made a special effort to train students for live stock judging. During the first year, during every afternoon of the week, they are engaged in judging some class of stock. During this time they are being trained with score cards. When

the student begins his course he has a few lectures on the merits of different classes of stock, and the methods of procedure in judging them. Then follows instruction in a practical way. The work is started with light horses. A section of the class goes to a livery stable, a horse is brought out and tied, and each student goes over him carefully filling out the card. The latter has on it a list of all the desirable features pertaining to the class of horse under review. Opposite these is a column with the perfect score for each part enumerated, and then next to this is a column reserved for a corrected scoring, which is made by the instructor in charge of the class. The blemishes of the horse are noted, unsoundness passed upon, action criticised, form scored, so that not a single feature of the animal escapes notice. For three weeks or so this work goes on every afternoon, and then draft horses are scored in a similar manner with score cards prepared for the purpose. Then follow beef and dairy cattle, and finally sheep and swine. The first year in this work is spent by the students in this manner. The outcome of this is that he falls into a system of critically examining all classes of stock, and by practical contact with them he becomes familiar with the points of real merit.

In the second year the score card training is made the foundation of the regular system of judging, just such as takes place in every show ring, and this may be termed comparative judging. The score card used in the first year may be compared to the alphabet. At first one spells out words, but acquaintance with the words enables one to tell at a glance what it is. So in the judging of stock. The score card enables the boy to criticise the parts of an animal separately until he becomes so proficient that he can see at a glance its merits and demerits. When this becomes so then he is prepared for the training in show yard judging. In the second year when this work is going on, the classifications as used at the county fairs, are used as far as possible. To illustrate in the instance of light horses. The student is made familiar with the difference between the types, roadster, carriage, etc., and classes of these are made up with three or so animals in a class. The student is given a blank on which he states which ani-

mal he would give first, second or third with a full statement of reasons for the award. In other classes of stock the same plan is followed. In sheep, classes of different sexes are filled, and those of different ages that usually compete at the fairs, are brought together. During the second year, three afternoons a week are spent at this work.

Each year, for the past three years a gold medal donated by Mr. Robert Ogilvie, of Madison, is awarded to the student showing the greatest proficiency in judging draft horses and sheep of the mutton breed. The students each year have had to judge classes of all the mutton breeds, including Southdowns, Shopshires, Oxford and Co. swolds, and among horses all the ages and sexes in Clydesdales and Percherons. As a rule the students competing for this medal have to go over from forty to fifty sheep and report them, and from twenty to forty stallions and mares of the different breeds. The students have been examined by such men as Messrs George McKerrow, Frank Harding, of Messrs Geo Harding & Son, Alex. Galbraith and others well versed in the technical details of stock judging. Examined by men of this character, who have spent their lives in handling and breeding stock, it would seem satisfactory endorsement to know that the students that have competed during the years mentioned, have obtained from 60 to nearly 80 per cent.

Last fall there were ten of our students judging at different county fairs throughout the state, and as far as I can learn, their work was satisfactory. We had students judging at fairs in the following counties: Juneau, Dunn, Brown, Jackson, Iowa, Grant, Eau Claire, Manitowoc and Dodge. The only point against the young men sent out was their youthful appearance. It is perhaps unusual for young men to show ability in the directions mentioned at so early an age, but it is not exceptional when the facilities they have had for informing themselves are considered. I can easily understand how a former who has spent his life in acquiring a knowledge of the merits of stock, would find it difficult to believe that a young man can learn in a few months what took him years to acquire. Our facilities in the stock we have on our station farm, and the stock farms of our state afford us

the means of instructing our students in a practical and forcible way. There is one feature of this work that cannot but help the live stock interests of our state. These students have all been educated alike, carefully and systematically, and they have substantial reasons for such decisions as they give. They know why they do as they do without any personal prejudice or whim, and I believe that their work cannot but be felt on the stock interests in each county in which they act.

We have about fifteen students that are able and willing to act. They will agree to do so for their expenses. It is often easy to get a student from an adjoining county, and thus the expense is lessened. It is not advisable to have a young man act in his own county, for when brought from a distance there is no possibility of the assertion being made that undue partiality was shown.

During the summer I shall prepare a list of the students competent to act, and send one to each secretary, and as far as I can I shall be pleased to assist you in securing selections from among them. I would suggest that those that may be chary about trying this single judge system to write to the secretaries who have had some of our students act at their fairs, and in this way an opinion may be formed of the practicability of the suggestion which I have had the pleasure of laying before you for consideration."

The delegates exhibited a deep interest in the Professor's address, and a general discussion followed. Secretary Harvey said they were well satisfied with the work of the student judges at the Dodge County Fair, last year. Other managers that had seen the students work at fairs expressed themselves as being well satisfied with their work. M. J. Cantwell, of the Dane County Fair, had seen the students judging on several occasions, and could vouch for their work. A number of the managers present said that their fairs would try the student judges this year. Those that had tried them said they would have them again if they could be got. It was generally conceded that the youthful appearance of the students made the farmers mistrust their abilities to make good judges, but the scientific knowledge displayed by the young men dispelled the fears and prejudices of the farmers.

Changing the Advertising.

It is always a dangerous thing to change one's style of advertising after the public has become fully acquainted with it. A part of the prestige is lost, and sometimes confusion follows. We can illustrate the point by what is reported to have occurred among the fraternity of itinerant scissors-grinders. Formerly these specialists announced their presence in the streets and solicited their orders with a ding dong of a dinner bell carried in the hand. Lately they have substituted the fishman's horn, and now it is toot-toot instead of ding-dong. This has brought confusion to the mind of the well-regulated housewife. All her carefully arranged knowledge as to street cries and street sounds is turned upside down. When she wants fish and hears the toot of a horn, she rushes to the street door only to find that a man is there ready to grind her scissors. Again, when she wants her scissors or carving knife ground, she waits in vain for the familiar ding-dong of a bell, and is not aware that only a part of the toot-toot in the street belongs to the fish-peddling fraternity. For a fact, it is a disastrous thing to change one's style of advertising. As a matter of history, the dinner bell has been the audible trademark of the scissors-grinder ever since there were scissors to be ground, there being some curious, indefinable connection between the two which has its roots away back in folklore itself. It would be interesting to know just why the recent transition to the horn has been made. In any event we regard it as a most serious business mistake.

We have made a Special Study of

Artistic Posters,

And our talented staff of Designers and Lithographers, combined with our immense printing capacity, enables us to produce the Highest Grade of work at Lowest possible Prices.

Figure With Us Before Placing Your Order.

The Calvert Litho. Co.

DETROIT, MICH.

LIST OF FAIRS. 1896

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly in the event of any change. Rosters and dates are published absolutely free of charge.

Copyright 1896. All rights reserved.

ARKANSAS

Newport Jackson County Fair Association Oct 7-9 L. Hirsch sec

CALIFORNIA.

Sacramento California State Fair Sept 1-19 Edwin F. Smith sec

CONNECTICUT.

Branford Branford Agl Soc Geo C Fields pres, J A Pond sec
Bristol Bristol Fair Corp Sept 30 Ad Wilton pres, A L Morse treas, Milo L Norton sec

DELAWARE.

Dover Delaware State Fair Sept 22-25 John B Wharton sec

ILLINOIS.

Allledo Sept 22-25 W H Graham, secy
Anna Union county Aug 25-28
Atlanta Logan county Sept 1-4

Paris, Edgar Co. Fair, Aug 31 - Sept 4 Geo H McCorl, secy
Pana Pana Union Agl Board Aug 25-29 Lou Roley sec

INDIANA.

Anderson Sept 1-4
Angola Steuben Co Agl Assn Oct 6-9 A M Parsell pres, H L Hutson sec

Marmont Maxenkucke Agl Assn Aug 18-21 H H Culver pres, H J Meredith treas, Geo Neapass sec

IOWA.

Afton Union county fair Assn Sept 15-18 J T Beebe pres, T F Shrub treas, O E Davis sec

Decorah Winnisheik county fair Assn Bedford Sept 29-Oct 1 H L Pierce sec
Des Moines Iowa State Agl Soc Sept 4-11 John Evans pres, G D Ellyson treas, P L Fowler sec

KANSAS.

Burlington Coffey Co Agricultural Association Sept 14-18
Fredonia Fredonia Agricultural Association Fair, Aug. 25-28, inclusive C H Pierce, pres; J H Edwards, sec'y

KENTUCKY.

Alexandria Aug 25-29 Geo R White pres, John Toid treas, J J Wright sec
Curdsville Ellendale Fair July 28 to Aug 2 R J Smith sec
Lawrenceburg Aug 11-14 J Waines sec
Lebanon Marion Co Fair and Trotting Assn Aug 25-27 Sam T Spalding sec, T H Clelland pres

MAINE.

Bridgton Farmers and Mechanics' Fair Second week in Sept
Gray Aug 24-27 Wm P Haskell pres, J W Stevens sec-treas
Hartland East Somerset Agl Soc P W Thompson pres, S L Mayo treas, S H Goodwin, St Albans, sec, H L Williams asst sec Sept 8-10

MASSACHUSETTS.

Amherst Hampshire county Sept 29-30 Geo P Smith pres, Herbert Sabin sec-treas
Athol Worcester N W Agl and Mech Soc Oct 6-7 B W Spooner pres, T H Goodspeed treas, J H Humphrey sec
Amesbury Amesbury and Salisbury Agricultural Society Fair, Sept 22-24, C W Woods, Pres't; J A Davis, Treas; A H Fielden, Sec'y

West Tisbury Martha's Vineyard Sep 22-23 N S Shaler pres, Geo H Luce treas, B T Hillman sec, Edgartown
Worcester Bay State Fair Sep 1-4 Hon J D W French pres, John B Bowker sec

MARYLAND.

Boston Talbot Co Fair Association, Great Eastern Shore Fair, Sept. 15-18, Jos. B Harrington, Pres't; M M Higgins, Sec'y
Elkton Elkton fair Sept 8-11 John M Tucker sec and treas
Frederick City The Frederick fair Oct 13-16 Chas N Hargett pr-s, D V Stauffer treas, Harry C Keeler sec

MICHIGAN.

Allegan Allegan county fair Sept 22-25 Chas S Miner pres, T S Updyke sec
Ann Arbor Washtenaw Co Agl and Hortie Soc Sept 22-25 T D Kearney sec
Bad Axe Fair and Races Sept 22-25 Henry Haley pres, Mort T Burns treas, Joseph Fremont sec

MINNESOTA.

Alexandria Douglas county Sept 22-25 W F Jordan
Austin Aug 26-28 N S Gordon sec
Benson Swift Co Agl Soc Sept 17-19 B N Johnson pres, H N Stone treas, J W Clark sec

MISSOURI.

Belton Belton Agricultural Association Aug 18-17
Cape Girardeau South-eastern district agl so Oct 13-17 E H Engelmann sec
Carrollton Sept 15-18
Chillicothe Sept 29 to Oct 2 O T Shour sec

NEBRASKA.

Auburn Nemaha county Sept 22-25 C F Neal sec
Beatrice Gage Co Society of Agriculture Fair, Sept 15-18
Beaver City Furnas county Sept 29 to Oct 2 Bertrand Phelps county Sept 22-25 I F Wolfe sec

NEW HAMPSHIRE.

Bristol Bristol Agl Assn Sept 1-3 John F Phillips pres, Smith D Fellows treas, Fred H Ackerman sec
Rochester Rochester fair assn Sept 22-25 I W Springfield pres, A W Hayes treas, A S Parshley sec

NEW JERSEY.

Mount Holly Burlington county agl so Sept 22-25 H C Kison sec
Trenton Inter-State Fair Sept 28 to Oct 2 Jno Guild Muirhead sec
Waverly N J State Agl Soc Sept 7-11 P T Quinn sec

NEW YORK.

Albion Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas
Altamont Altamont Sept 14-17 Silas Hilton sec
Angelica Angelica county Sept 8-10

Chatham Columbia Co Agl Soc Sept 8-11 W A Dardess sec
Cooperstown Otsego county Sept 21-23
Delhi Delaware county Sept 22-24
Dryden Dryden Fair, Sept 22-24 S G Lupton, Pres't; J B Wilson, Sec'y

NORTH CAROLINA.

Raleigh North Carolina state agl assn Oct 20- B Cameron pres, John Nichols sec

OHIO.

Ada Tri-County Fair Sept 29-Oct 2 Agnew Welsh sec
Akron Summit Co Fair Sept 29-Oct 2 Albert Hale sec
Ashtabula Ashland fair Sept 8-11 A W Fritzing sec

Carrollton. Carroll Co Fair, Sept 29-Oct 2 C A Tope, secy
 Callicotho. Ross county fair Aug 4-7 Clark W Story pres, Theo Spetnagel treas, Henry W Woodrow sec
 Cincinnati. Hamilton county agl so fair Carthage Aug 18-21 B F Critchell pres, D L Sampson sec
 Circleville. Pickaway Breeders' Association Fair, July 21-24 W E Morris, pres't; W S Smith, treas; A J Grigsby, secy
 Columbus. State Fair, Aug 31-Sept 4 W W Miller, secy
 Coshocton. Oct 6-9, Ed L Robinson sec
 Croton. Hartford Central agl so Sept 8-11 L S Clark sec
 Delaware. Delaware Co Fair, Sept 15-18 E A Furniss, secy
 Eaton. Preble county fair Sept 21-25 J E Anderson pres, C F Brooke Jr treas, Henry H Farr sec
 Elyria. Lorain county fair Sep 29-Oct 2 J L Reed pres, J E Willard sec and treas, J M Findlay Hancock county fair Sept 23-26 M C Greer pres, J G Hull treas, J J Cole sec
 Fostoria. Northwestern Ohio Fair Co Sept 8-11 L McKee sec
 Fremont. Sandusky county agl so Sept 29, 30 Oct 1, 2 S B Cole pres, T A Lang treas, Jas A Smith sec
 Gallipolis. Aug 18-21 H C Johnson pres, Chas E Clark treas, S H Eagle sec
 Georgetown. Brown Co Agricultural Society Fair, Oct 6-9 J W Hederick, secy
 Greenville. Darke county agl so Aug 24-28 J M Brown pres, F M Eidson treas, Jno P Lucas sec
 Hamilton. Oct 5-9 W C Hunter sec
 Hillsboro. Highland County Fair, July 21-24, S P Scott, pres't; H L Wiggins, sec'y
 Hicksville. Hicksville Fair Sept 8-11 J M Ainsworth pres, J E Coburn sec
 Huntington. Sept 8-12
 Jefferson. Ashtabula county fair Sep 22-25 G S Harvey, pres, L M Cornwell treas, B F Perry sec
 Kenton. Hardin county fair Oct 6-9 J M Fisher pres, F H Rummel treas, A M Rice sec
 Kinsman. Aug 24-28 H J Forbes sec
 Lancaster. Fairfield county fair Oct 13-17 T J Barr pres, A I Vorys treas, W T McClenoghan sec
 Lebanon. Warren county fair Sept 8-11 Huse Bone pres, F M Cunningham treas, Geo W Carey sec
 Lima. Allen county fair Sep 8-11 Henry C Adgate pres, A D Miller treas, Miner A Atmur sec
 Lisbon. Columbiana county fair, Sep 15-17 J F McQueen pres, B N Brown treas, E F Moore sec
 London. Madison Co Fair Sept 8-11 E B Panckake sec
 McConnellsville. Morgan county fair Sept 1-4 John G Walker pres, J W McElhiney treas, M E Danford sec
 Mansfield. Sept 29-Oct 2 Newton Charles, secy
 Marion. Marion county fair Sep 29-Oct 2 Albert Osborn pres, S N Titus treas, J E Waddell sec
 Marietta. Washington county fair Sept 2-4 F G Best pres, J H McConnell treas, J C Brennan sec
 Marysville. Union Co Fair Sept 22-25 O E Lincoln pres, J J Watts treas, E W Porter sec
 Mechanicsburg. Central Ohio Fair Aug 4-7 F S Barr sec
 Medina. Medina county agl so Sept 8-10 F A Branch pres, A T Spitzer treas, Hiram Goodwin sec
 Millersburg. Holmes county fair Sep 29 Oct 2 G F Gilbert sec
 Montpelier. Montpelier union agl so Sept 22, 25 F M Ford sec
 Mt. Gilead. Morrow county fair Oct 6-9 W O Thuma pres, J M Moody treas, O J Miller sec
 Napoleon. Henry county fair Sept 15-18 H C Groeschner pres, R B Heller treas, J L Halter sec
 Napoleon. Napoleon Fair Sept 15-18 J L Halter sec
 Newark. Licking county fair Oct 1-4 G W Harton pres, A J Crilly treas, Ad C Seymour sec
 New Bremen. Sept 1-4 Fred Wiemeyer sec
 Newcomertown. Oct 13-16
 New Lexington. Perry county fair Sept 15-18 A E Wilson pres, E S Martin treas, Jas E Curran sec
 Norwalk. Licking Co Agricultural Society Fair, Aug 25-28 Ad C Seymour, secy
 Orrville. The Great Central Ohio Fair, Oct 6-9 Proctor E Seas, secy
 Ottawa. Putnam Co Fair, Oct 6-10 B F Seitz, pres't; A P Sandles, secy
 Paulding. Paulding county fair Sept 15-18 J L Slager pres, Floyd Atwill treas, F M Bashore sec
 Pomeroy. Rock Springs Fair Assn Sept 1-5 B F Knight pres, Edw L Keiser sec
 Portsmouth. Ohio valley agl so July 28-31 Theo Doty pres, Floyd L Smith treas, Edgar F Draper sec
 Proctorville. Lawrence county fair Sep 9-11 M L Whitley pres, C J Reynolds treas W W Reckard sec
 Ravenna. Portage county fair Sept 15-17 C C Gardner pres, Chas Lambert treas, Lafayette Smith sec
 Richwood. Tri county fair Oct 13-16 J E Robinson sec
 Salem. The Salem Fair and Exposition Co. Annual Fair, Sept. 8, 9, 10. Race Meeting July 24.
 Sandusky. Sept 22-25 S C Prout pres, C B Wilcox treas, Jno T Mack sec
 Sarahsville. Noble county fair Sept 16-18 W S Spriggs pres, C L Hillyer treas, Arthur McWilliams sec
 Sidney. Shelby Co Fair Sept 22-25 J E Russell sec
 Smithfield. Jefferson county agl so fair Sept 23-25 A L Sutherland pres, J O Hayne sec
 Smyrna. Sept 15-17
 Somerset. Perry County Sept 21-23
 Springfield. Clark Co Fair Aug 25-28 Wm Jenkins sec, Seth
 Toledo. Sept 21-26 Jno B Bell sec
 Troy. Miami county fair Sept 28-Oct 2 W I Tenney sec

Upper Sandusky. Wyandott county fair Oct 5-8 S B Gillett pres, Henry Kear treas, Oscar Bilhardt sec
 Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y
 Van Wert. Sept 8-11 O D Swartout sec
 Wapakoneta. Sept 22-25 M J Crawford sec
 Warren. Trumbull county fair Sept 8-11 S F Bartlett pres, D Morgan treas, Jas L Kennedy sec
 Washington. Guernsey county fair Sept 29-Oct 2 Maj J W Moore pres, R S Frame treas, V D Craig sec
 Washington C H. Fayette county fair Aug 11-14 L C Mallow pres, H D Purcell treas, N B Hall sec
 Wauseon. Fulton Co Fair, Sept 22-25 Thos Mikesell, secy
 West Union. West Union Fair, Sept 8-11 T W Ellison, secy
 Westerville. Aug 18-21
 Woodsfield. Monroe Co Sept 12-15 W C Mooney pres, Geo P Dorr sec
 Wooster. Wayne county fair Sept 1-4 A Cunningham pres, W A Wilson treas, I N Kinney sec
 Xenia. Greene county fair Aug 11-14 R R Grieve sec
 Youngstown. Sept 1-4
 Zanesville. Muskingum county fair Sept 8-11 S A Baldwin pres, Jas E Tanner treas, J D Mercer sec

OKLAHOMA.

Guthrie. The Oklahoma State Fair Association Sept 29 to Oct 2 J W Scothorn sec

OREGON.

Baker City. First Eastern Oregon Board of Agriculture (Date not reported) Isadore Fuchs sec
 Central Point. First Southern Oregon District Board of Agriculture (Date not reported) J H Downing sec
 Dalles. Second Eastern Oregon Board of Agriculture (Date not reported) J O Mack sec
 Roseburg. Second Oregon District Board of Agriculture Aug 25-29 F A McCall sec
 Salem. Oregon State Fair Oct 7-13 C B Irvine sec

PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept. 22-25 W K Mohr, secy
 Beaver. Sept 22-25
 Belle Vernon. Oct 6-8 J S Jones sec
 Bethlehem. Great Inter-state Fair Sept 15-18 J Walter Lovatt pres, Geo H Young treas, H A Gorman sec
 Bloomsburg. Columbia Co Agl Hortie and Mech Assn Oct 13-17 John S Mensch pres, James C Brown treas, A N Yost sec
 Brookville. Jefferson County Agricultural Society Sept 22-25 C S Irwin sec
 Burgettstown. Arion Agricultural Association Fair, Oct 6-8 Hugh Lee, pres't; Wm Melvin, secy, South Burgettstown, Pa
 Butler. Butler County Agricultural Society Sept 1-4 W P Roessing sec
 Cambridgeport. Central Crawford Agricultural Society Sept 23-25 A S Faber sec Cambridge
 Carlisle. Cumberland Co Agl Assn Sept 29 to Oct 2 Chas H Mullin pres, John Stock treas, W H McCrea sec
 Carmichaels. Oct 7-8 J C Kerr pres, Ewing Bailey treas, L W Gwynn sec
 Carrolltown. Cambria County Agricultural Association Sept 22-25 J V Mancher sec
 Centre Hall. Patrons of Husbandry Exhibition Sept 14-19 L Rhone sec
 Cochranton. Cochranton Agl So Sept 16-18 Hug Smith pres, Jess Moore treas, John H Adams sec
 Connetquot. Crawford County Agricultural Society Sept 29 to Oct 1 F L Lord sec
 Dayton. Dayton Agricultural and Mechanical Association Sept 29 to Oct 2 W C Marshall sec
 Edinboro. Edinboro Agricultural Society Sept 15-17 J H Cowen sec
 Forkville. Sullivan Co Agl Soc Sept 30 to Oct 2 M R Block pres, E S Little treas, J L Hoagland sec
 Grampan. Clearfield County Agricultural Society Sept 22-25 Thomas L Wall sec
 Gratz. Gratz Driving Park and Agricultural Society Sept 22-25 J W Hoffman sec
 Greensburg. Westmoreland Agricultural Society Sept 9-11 Thos Donohue Jr sec
 Greenville. Oct 6-8
 Hanover. Hanover Agricultural Society Sept 8-11 M O Smith sec
 Harford. Harford Agricultural Society Sept 23, 24 E E Jones sec
 Hartington. Sept. 8-10. S J Young, sec'y.
 Hollidaysburg. Blair County Agricultural Society Sept 15-18 C H Porter sec
 Honesdale. Wayne County Agricultural Society Sept 29 to Oct 1 W A Gaylord sec
 Hookstown. Mill Creek Valley Agricultural Society Aug 18-20 R M Swaney sec
 Hughesville. Muncy Valley Farmers' Club Sept 22-27 A C Henry sec
 Indiana. Indiana County Agricultural Society Sept 15-18 S W Guthrie sec
 Johnstown. Pennsylvania State Agricultural Society Sept 7-12 H C Demming sec Harrisburg
 Kittanning. Aug 18-21 T McConnell sec
 Kultatown. Keystone Co Agl & Hor Soc Fair, Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa J D Warner, Treas; J P Hines, Sec'y
 Kutatown. Keystone Agricultural Society Oct 5-9 J B Esser sec
 Littleton. Norwich Driving Park Sept 25
 Lehighton. Carbon county industrial so. Sept 29 Oct 2 H Miller pres, V Schwarz treas, C W Bower sec
 Lewistown. Mifflin County Agricultural Society Dec 8-11 A T Hamilton sec
 Mansfield. Sept 22-25 J A Elliott sec
 Mercer. Mercer central agl assn Sept 29-Oct 1 Jno P Orr sec

Milton. Milton driving park and fair assn Oct 6-9 W A Dean pres, M H Barr treas, H W Chamberlain sec
 Mountrose. Susquehanna County Agricultural Society Sept 23-30 W A Titworth sec
 Moundsville. Sept 1-4
 Mt Gretna. Mt Gretna Farmers' Encampment and Industrial Exposition Aug 17-21 Dr S P Heilmann sec Heilmannale
 Nazareth. Northampton County Agricultural Society Oct 6-9 J J Maus sec
 New Castle. Lawrence county agl so Aug 25-28 A L Martin sec
 Newport. Perry county fair Sept 22-25 F A Fry sec
 Orwigsburg. Schuylkill Co Fair Sept 8-11 A C Eisenhuth sec
 Parkers' Landing. Parker agr assn Sept 8-11 G A Needle sec
 Pittston. Luzerne Co Fair Sept 22-25 Jno A Wood sec
 Philadelphia. Pennsylvania Horticultural Society Nov 10-14 David Rust sec
 Port Royal. Juniata County Agricultural Society Sept 16-18 W R Wharton sec
 Reading. Berks Co Agl and Hortie Soc Sept 15-18 James McGowan pres, Milford N Ritter treas, Cyrus T Fox sec
 Stroudsburg. Monroe county agl so Sept 8-12 J H Shull pres, R B Keller treas, T C Brown sec
 Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24 R J McClure, Pres't, Sandy Lake, Pa; R P Cann Treas; J P Hines, Sec'y
 Tarentum. Tarentum Fair Association Aug 25-28 J C Dunn sec
 Titusville. O C V Agl Assn Sept 8-11 C M Hayes sec
 Towanda. Bradford County Agricultural Society Sept 22-25 Benj Kuykendall, Jr sec
 Tunkhannock. Wyoming County Agricultural Society Sept 16-18 W N Reynolds sec
 Uniontown. Fayette County Agricultural Association Sept 30 to Oct 2 W W Parshall sec
 Warren. Warren County Fair Association Sept 15-18 Willis Cowan sec
 Washington. Western Penn Agl Assn Sept 16-18 Geo M Cameron pres, Jas K Mitchell treas, Julius LeMoynes sec
 Waynesburg. Waynesburg Fair Association Sept 22-25 T S Crago sec
 Westfield. Cowanesque Valley Agl Soc Sept 15-18 Charles C Williams sec
 Williams' Grove. Grangers' Inter-State Exposition Aug 24-29 H H Thomas sec Mechanicsburg
 York. York County Agricultural Society Oct 5-9 E Chapin sec

RHODE ISLAND.

Cranston. Rhode Island state fair assn Sept 7-11 F E Perkins pres, E H Potter treas, W W Dexter sec
 Woonsocket. Sept 15-17 Col John W Ellis pres, John R Boyden sec

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldrige, Pres't; J J Fleming, Treas; B S Thomas' Sec'y, Hurricane Switch, Tenn
 Dyersburg. Dyer Co Fair Assn Oct 8-12 T C Gordon sec
 Murfreesboro. Rutherford county fair assn Oct 1-5 W R Jarratt sec, T W Cox treas, J C Culum sec

TEXAS.

Beton. Bell Co Fair Association Fair, July 21-25 Ben D Lee, pres't; L K Tarver, secy
 Corsicana. Oct 6-9 F C Hand sec
 Dallas. Texas State Fair and Dallas Exp Oct 10-25 J T Treznaut pres, C A Cour sec
 Dickinson. Texas Coast Fair Oct 27-31 R T Wheeler pres, Joseph Lobit treas, F W Mally sec
 Groesbeck. Limestone county fair assn Sept 30-Oct 3 Dr S D Bugg sec
 Hillsboro. Hill Co Fair Oct 28-30
 Taylor. Taylor Fair Assn May 6-8 Mrs J J Hayslip pres, A J McCarty sec
 Victoria. Southwest Texas Fair Oct 6-10 L D Heaton pres, D H Regan treas, L N Hofer sec

VERMONT.

Barre. Washington and Orange Counties Fair (open to the world), at Granite City Trotting Park, August 18-21 J Dunlop Smith, pres't; Herbert A Rugg, sec'y
 Brandon. Brandon Fair Association Fair, Sept 16-17
 Fair Haven. Western Vermont agl so Sept 22-25 Sept 22-25 E Bussey pres, H K Sheldon sec R C Reed treas
 Rutland. Rutland Co. Agricultural Society Fair, Sept. 8-11. G T Chaffey, pres't; F A Field, sec'y.
 Woodstock. Windsor Co Agr Soc Fair, Sept 22-24 J E Montague, Pres't; H C Lockwood, Treas; John S Eaton, Sec'y
 Waterbury. Winooski Valley Agricultural Association, Sept 8-10, E G Hooker, Sec'y

VIRGINIA.

Leesburg. Loudoun Co I. St Exh Assn Aug 25 27 H C Sellman sec
 Richmond. Virginia state agl and mech so Oct 13-16 J S Watkins pres, W G Owens sec
 Staunton. Sept 8-11 G A Mowry pres, Heber Ker sec
 Suffolk. Suffolk fair and agl assn Oct 20-24 G W Nurney pres, J Walter Hosier sec

WEST VIRGINIA.

Clarksburg. Sept 3 5
 New Martinsville. Sept 1-4 S R Martin sec
 Pennington. Sept 15-18 W A Strickler sec
 Wheeling. Exposition and State Fair, Sept 7-11, Geo Hook, Sec'y

WASHINGTON.

North Yakima. Wash State Fair Comm Sept to Oct 3 A B Weed pres, Fred Parker trea John Reed sec
 Spokane. Fruit Fair Assn Oct 7-3 John A Finch pres, F W Smith genl mgr
 Tacoma. Peirce Co Agl and Indl Soc Sept 14 20 A C Young pres

WISCONSIN.

Amherst. Portage county agl so Sept 15-17 John Ren sec
 Antigo. Langlade county agl so Sept 14-16 John McGrier sec
 Appleton. Appleton Track and Driving Park Sept 1-4 M F Barreau
 Arcadia. Arcadia Agl & D P assn Aug 25-28 F C Eichmond sec
 Ashland. Ashland Co Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y
 Augusta. Eau Claire county agl assn Sept 8-11 A G Cox sec
 Baraboo. Sauk county agl so Sept 29-Oct 2 J S Hall sec
 Beaver Dam. Dodge county agl so Sept 29-Oct 2 C W Harvey sec
 Black River Falls. Jackson county agl so Sept 1-4 F F Oederholz sec
 Bloomington. Blakes Prairie Agricultural Society Fair, Sept 9-11 W H Glasier, secy
 Bosobel. Bosobel D P assn Sept 1-4 Jud P Walker sec
 Cedarburg. Ozaukee county agl so Oct 1-3 D E McInley, sec
 Chetek. Barron Co Fair, Sept 9-11 Jos E Cartwright, secy
 Chilton. Calumet county agl so Sept 7-9 L D Dorschell sec
 Chippewa Falls. Northwestern Wis agl and ind assn Sept 14-19 Jesse R Sharp secy
 Cumberland. Cumberland Agl and Driving Park Assn Sept 2-4 H S Comstock
 Darlington. Aug 25-28. James Haskin, Pres't; David Schrieter, Treas; Geo F West, Sec'y
 Dodgeville. Iowa county agl so Aug 18-21 J M Reese sec
 Durand. Pepin county agl so Sept 23-25 J J Morgan, sec
 Elkhorn. Walworth county agl so Sept 29-Oct 2 S Mitchell sec
 Ellsworth. Pierce county fair Sept 23-25 J C Deniston sec
 Fennimore. Trotting Meeting Sept 23-25 Wm Rogers pres
 Fon du Lac. Fon du Lac Kite Park Sept 8-12 D W McKenna sec
 Friendship. Adams county agl so Sept 21-23 E Knight sec
 Galesville. Trempleau County Agricultural Society, August 18-21 F. G. Davis, secy.
 Glenwood St. Croix Western Wisconsin Sept 9-11 D H Syme
 Grantsburg. Burnett Co Agricultural Society Fair, Sept 9-11
 Green Bay. Brown county Sept 8-11 D W Flatley
 Hortonville. Outagamie county agl so Sept 22-25 H T Buck sec
 Hudson St. Croix county agr so Sept 16-18 H F Dinsmore, sec
 Janesville. Rock county Sept 15-18 D W Watt sec
 Jefferson. Jefferson county agl so Sept 15-18 J L Kearney sec
 Jonesville. \$25,000 Trotting and Pacing Meeting, July 21-25
 Kewaunee. Juneau county Sept 16-19 Adolph Ebel
 Lancaster. Grant County Agricultural Association Fair, Sept 16-18 Delos Abrams, pres't; T A Burr, secy
 Lodi. Lodi union agr so Sept 9-11 A H Hinds sec
 Madison. Sept 21-26 T L Fleming sec
 Manitowoc. Manitowoc county agl so Sept 9-12 C H Sedgwick sec
 Mauston. Juneau county agl so Sept 8-10 I C Baldwin sec
 Menominee. Dunn County Agricultural Association Fair, Sept 15-17 Henry Miller, pres't; J B Chickering, treas; Geo Gallaway, secy
 Merrilun. Merrilun D P & A Assn Aug 25-28 A D Merrill sec
 Milwaukee. Wisconsin State Fair, Sept 21-26 T J Fleming, secy, Madison, Wis
 Mineral Point. Southwestern Wisconsin fair Sept 8-11 W H Bennett sec
 Mondovi. Buffalo county agl so Aug 26-28 Alex Lees sec
 Monroe. Green county agl so Sept 2-5 R A Elter pres, Frank Snook sec
 Neillsville. Clark county agr so Sept 1-4 C M Bradford sec
 New London. Waupaca, New London Fair and Racing Sept 15-17 Geo Werner
 Oshkosh. Oshkosh Fair Association Race Meeting, June 25-28 Fair and Exposition, Sept 9-12 John Laabs, Pres't; Geo Hilton, Treas; C E Angell, Sec'y.
 Phillips. Price Co Agricultural Society Fair, Sept 17-19 John T Ruff, secy
 Fond du Lac. Fond du Lac Kite Park Sept 8-12 D W McKenna
 Portage. Columbia county Sept 15-17 Kennedy Scott of Rio
 Rhinelander. Oneida county Sept 7-9 A M Rogers
 Richland Center. Richland county agl assn Sept 29-Oct 2 J G Bunnell sec
 Rio. Columbia county agl so Sept 15-17 Kennedy Scott sec
 Seymour. Seymour Fair and Driving Park Sept 10-12 H J Van Varen
 Shawano. Shawano county Sept 28-30 Louis C Bold
 St Croix Falls. Polk county fair so Sept 23-25 Fred Hudson sec
 Stevens Point. Cen Wis Agl Mech & Scientific assn Aug 25-27 Geo E Oster sec
 Society Fair. Aug 25-28 S E Houghton, pres't; A J Kellman, treas; F G Davis, secy
 Tomah. Monroe county agl so Sept 22-24 M L Hineman sec
 Viroqua. Vernon county agl so Sept 15 18 F W Alexander sec

Waukesha Waukesha county agl so Aug 25-28
G F H Barber sec
Wausau Marathon county agl so Sept 17-19
E B Thayer sec
Wautoma Wauwasha county agl so Sept 23-25
W Berry sec
Weyauwega Waupaca county Sept 22-25 A I
Hutchinson
West Superior Douglas county agl so Sept 29-
Oct 1 Jas S Bishop sec
West Bend Washington county agl so Sept 26-28
Joseph Ott sec
West Salem Lacrosse county agl so Sept 29-
Oct 1 O S Sisson sec
Whitehall Trempealeau county Ind Agl and
D P assn Sept 1-4 F A George pres, E N
Trowbridge treas, H H Scott sec

CANADA.

Almonte, Ont North Lanark agl so Sept 29-Oct 1
A Wilson pres, Jas Robertson treas, W P Mc-
Ewen, sec
Beachburg North Renfrew fair Oct 1-2 John
Brown sec
Belleville, Ont Bay of Quinte Dist Exhibition
Sept 15, 18 W N Ponton pres, J M Hurley sec
Bowmanville West Durham & Darlington
Union agl soc Sept 17-18 R Windatt sec
Goderich, Ont Great Northwestern Exhibition
Sept 22-24 James Mitchell sec
Collingwood Great Northern exh Sept 23-25
W A Furlong sec
Fergus Centre Wellington fall exh Oct 6-7
J J Craig sec
Guelph Guelph Central Sept 15-17 Wm Laid-
law sec
Kemptville Kemptville exh'n Sept 17-18 A
Buchanan sec
London, Ont Western Fair of 1896, Sept 10-19
Thos A Browne, secy
Markham E R of York & Markham agl soc
Sept 30-Oct 2 W H Hall sec
Montreal Provincial Exh Sept 10-19 S C Ste-
venson Mgr
Morrisburg Ont Dundas Co Agl Exh Sept 1, 3
G F Bradford sec
New Westminster Royal agl and ind soc Oct
6-10 A B Mackenzie sec
Ottawa Central Canada Exh Sept 17-26 E M
Otterville South Norwich Union agl soc Oct
2-3 Alex McFarlane sec
Owen Sound North Grey agl soc Sept 15-17
A G MacKay sec
Perth South Lanark fair Sept 16-18 J G Camp-
bell sec
Mahon sec
Peterborough Ont Central Exhibition Sept
21-23 Geo B Elliott pres, W J Green sec
Prescott South Greenville fair Sept 22-24 T
R Melville sec
Renfrew South Renfrew exh Sept 17-18 Robt
MacLaren sec
Richmond, Ont County of Carleton agl soc
Sept 15-17 Wm McElroy sec
Sherbrooke, Que Great Eastern Exhibition
Aug 31-Sept 5 H R Fraser sec
Stanstead, Que Stanstead fair Aug 19-20
H B Channel sec
St John N B St John Exh Assn Sept 22 to Oct
2 Chas A Everett sec
Stayer North Simcoe ind exh Sept 29-Oct 1
A Hill sec
Stratford, Ont Oct 1-2 Jno Brown sec
Toronto Aug 31-Sept 12 H J Hill sec
Vankleek Hill, Ont Prescott county agl so Sept
15-17 Dennis Hurley pres, F W Thistlewaite
sec
Whitby Counties of Ontario and Durham exh
Sept 28-30 Jos White sec
Winchester Winchester Fair Sept 8-9 S S
Reveler sec

Expositions.

Baltimore, Md. 1896. Indefinite
City of Mexico. International Exposition. Dedi-
cation as a National Exhibit. Apr. Opens as
an International Exposition. Sept. 15.
Cleveland, O. Centennial Exposition commen-
ces, July 10-90 days.
Dallas, Tex. 1896. Oct. 12 to Nov. 15.
Dayton. Centennial, Sept. 15-19.
Milwaukee, Wis. Sept 12-Oct 17 John E Hansen,
secretary and general manager
Montreal Montreal Exp Co Sept 10-19 S C
Stevens sec
Nashville, Tenn. 1896. Sept. 1 to Dec. 24.
Omaha, Neb. Trans-Mississippi and Interna-
tional Exposition, June 1-Nov. 30, 1896
St Louis Mo. 1896. Indefinite.
Toronto, Canada. Canada's Great Exposition
and Industrial Fair, Aug 31 to Sept 12 H J
Hill, manager and secy

Conventions, etc.

Boston, Mass. World's Food Fair, Oct 5-Nov 9.
St. Paul, Minn. G. A. R. Reunion, Sept. 2-5.
Minneapolis, Minn. K. of P. Convention, Aug.
31-Sept. 5.
Grand Rapids, Mich. United States Letter Car-
riers' National convention. Sept. Robert
Milne, cor. sec'y.
Minneapolis, Minn. American Philatelic Asso-
ciation, Aug.
Johnstown, Pa. Firemen's State Convention,
October, 1896.
Lockport, N. Y. Firemen's State Convention,
August 18-21.
Council Bluffs, Ia. Y. P. S. C. E. of Iowa State
Convention, Aug. 25-27.
Milwaukee, Wis. National Republican League
Convention in August.
Pittsburg National Convention Brotherhood of
St. Andrew, October 15-17.
St. Louis, Mo. Fourteenth Annual Meeting
Street Railway Association of U. S., Oct. 20.
Minneapolis, Minn. Philatelic Sons of America
August
Louisville, Ky. I. A. W. Meet

RACES.

Butte, Mont, July 20 to Aug 19
Bedford, Ind, Aug 3 to 7
Tipton, Ind, Aug 3 to 7
Kamloops, B C, Aug 3 to 8
Wingham, Ont, Aug 4 to 6
Henry, Ill, Aug 4 to 6
Mendota, Ill, Aug 4 to 7
Middletown, N Y, Aug 4 to 7
Cleveland, O (Newburg) Aug 4 to 7
Hagerstown, Ind, Aug 4 to 7
Mechanicsburg, O, Aug 4 to 7
Griggsville, Ill, Aug 4 to 7
Concord, N H, Aug 4 to 7
Chillicothe, O, Aug 4 to 7
Youngstown, O, Aug 4 to 7
Terre Haute, Ind, Aug 10 to 12
Bloomington, Ill, Aug 10 to 14
Lebanon, Ind, Aug 10 to 14
Sheridan, Ill, Aug 10 to 14
Port Huron, Mich, Aug 10 to 14
Vernon, B C, Aug 10 to 15
Henry, Ill, Aug 11 to 13
Potsdam, N Y, Aug 11 to 13
Port Jervis, N Y, Aug 11 to 13
Apolla, Pa, Aug 11 to 14
Nenia, O, Aug 11 to 14
Medford, Mass (Mystic) Aug 11 to 14
Jacksonville, Ill, Aug 11 to 14
Warren, O, Aug 11 to 14
Newcastle, Ind, Aug 11 to 14
Ottawa, Ia, Aug 11 to 14
Saugus, Mass, Aug 17 to 21
Farmer City, Ill, Aug 17 to 21
Kittanning, Pa, Aug 17 to 21
Indianapolis, Ind, Aug 17 to 22
Portland, Me, Aug 17 to 22
Danforth, Me, Aug 18 to 19
Buffalo, N Y, Aug 18 to 21
Canton, O, Aug 18 to 21
Barre, Vt, Aug 18 to 21
Urbana, O, Aug 18 to 21
Rich Hill, Mo, Aug 18 to 21
Macomb, Ill, Aug 18 to 21
Anamona, Ia, Aug 18 to 21
Carroll, Ia, Aug 18 to 21
Goshen, N Y, Aug 18 to 21
Muncie, Ind, Aug 18 to 21
Akron, O, Aug 18 to 21
Carthage, O, Aug 18 to 21
Galesville, Wis, Aug 18 to 21
Belton, Mo, Aug 18 to 22
Lake Geneva, Vt, Aug 18 to 25
Spring Valley, Ill, Aug 19 to 21
Alpena, Mich, Aug 19 to 21
Helena, Mont, Aug 19 to 29
Frankfort, Ind, Aug 24 to 28
Hornellsville, N Y, Aug 24 to 28
Greenville, O, Aug 24 to 28
Galesburg, Ill, Aug 24 to 29
St. Vens Point, Wis, Aug 25 to 27
New Paltz, N Y, Aug 25 to 27
Merillon, Wis, Aug 25 to 28
Darlington, Wis, Aug 25 to 28
La Harpe, Ill, Aug 25 to 28
Hedrick, Ia, Aug 25 to 28
Harlan, Ia, Aug 25 to 28
Newcastle, Pa, Aug 25 to 28
Tarentum, Pa, Aug 25 to 28
Champaign, Ill, Aug 25 to 28
Peoria Ill (Lakeview), Aug 25 to 28
Springfield, O, Aug 25 to 28
V. odstoe, Ill, Aug 25 to 28
Idina, Mo, Aug 25 to 28
C. lumbus Junction, Ia, Aug 25 to 28
Rockport, O, Aug 25 to 28
Rock Port, Mo, Aug 25 to 28
M. loom, Ia, Aug 25 to 28
Olathe, Kan, Aug 25 to 29
J lwood, Ind, Aug 25 to 29
Boston, Mass (N E Breeders), Aug 25 to 29
Wyoming, Ill, Aug 25 to 29
Rushville, Ind, Aug 25 to 29
Sault Ste Marie, Mich, Aug 26 to 28
Pana, Ill, Aug 26 to 30
Columbus, O, Aug 31 to Sept 1
Oskaloosa, Ia, Aug 31 to Sept 3
Syracuse N Y, Aug 31 to Sept 4
Omaha, Neb, Aug 31 to Sept 4
L Fayette, Ind, Aug 31 to Sept 4
S. ringfield, Mo, Aug 31 to Sept 4
Lanham, Minn, Aug 31 to Sept 5
J. umestown, N Y, Sept 1 to 4
I lward City, Mich, Sept 1 to 4
Neilsville, Wis, Sept 1 to 4
Rockville, Md, Sept 1 to 4
Cleburne, Tex, Sept 1 to 4
Butler, Pa, Sept 1 to 4
Marceline, Mo, S pt 1 to 4
Liberty, Mo, Sept 1 to 4
Y ungstown, O, Sept 1 to 4
Concord, N H, Sept 1 to 4
Lookstown, Pa, Sept 1 to 4
Londa, Ia, Sept 1 to 4
Shelbyville, Ind, Sept 1 to 4
Waverly, N J, Sept 1 to 4
Ulrichsville, O, Sept 1 to 4
Tipton, Ia, Sept 1 to 4
Eldora, Ia, Sept 1 to 4
La Plata, Mo, Sept 1 to 4
Peoria, Ill, Sept 1 to 4
Rockville, Md, Sept 1 to 4
Cambridge, N Y, Sept 1 to 4
Joscobel, Wis, Sept 1 to 4
Appleton, Wis, Sept 1 to 4
Timonium, Md, Sept 1 to 4
Carmi, Ill, Sept 1 to 5
Garnet, Kan, Sept 1 to 5
Shelbyville, Ind, Sept 1 to 5
Anderson, Ind, Sept 1 to 5
Ishpening, Mich, Sept 2 to 4
Midland, Mich, Sept 2 to 4
Lincoln, Ill, Sept 2 to 4
Marietta, O, Sept 2 to 5
Chilton, Wis, Sept 2 to 9
New Ulm, Minn, Sept 3 to 5

Des Moines, Ia, Sept 4 to 11
Detroit, Mich (Hiland Park) Sept 5 to 8
South Bend, Ind, Sept 5 to 11
Providence R I (R I State Fair), Sept 7 to 11
Wheeling W Va, Sept 7 to 11
Newark, N J, Sept 7 to 11
Columbus, O, Sept 7 to 11
Crawfordsville, Ind, Sept 7 to 11
Sioux City, Ia, Sept 7 to 11
Waverly, N J, Sept 7 to 11
Johnstown, Pa, Sept 7 to 12
Wanston, Wis, Sept 8 to 10
Greensburg, Pa, Sept 8 to 10
Iola, Kan, Sept 8 to 10
Ypsilanti, Mich, Sept 8 to 10
David City, Neb, Sept 8 to 10
Baker's Landing, Ia, Sept 8 to 11
Lima, O, Sept 8 to 11
Norwalk, O, Sept 8 to 11
Salem, O, Sept 8 to 11
Somerville, N J, Sept 8 to 11
Greenfield, Ind, Sept 8 to 11
London, O, Sept 8 to 11
Cleveland, O (Newburg) Sept 8 to 11
Medford, Mass (Mystic) Sept 8 to 11
Lebanon, O, Sept 8 to 11
Mt Vernon, Ill, Sept 8 to 11
Marcelline, Sept 8 to 11
Chatham, N Y, Sept 8 to 11
Fostoria, O, Sept 8 to 11
Cascade, Ia, Sept 8 to 11
Ashland, O, Sept 8 to 11
Elkton, Md, Sept 8 to 11
Watertown, N Y, Sept 8 to 11
Augusta, Wis, Sept 8 to 11
Rochester, Minn, Sept 8 to 12
Belton, Tex, Sept 8 to 12
Lancaster, N Y, Sept 8 to 12
Stroudsburg, Pa, Sept 8 to 12
Fond du Lac, Wis, Sept 8 to 12
Seymour, Wis, Sept 8 to 12
Zanesville, O, Sept 9 to 11
Hancock, Mich, Sept 9 to 11
Hanitowoc, Wis, Sept 9 to 12
Fairmont, Minn, Sept 10 to 12
Sioux City, Ia, Sept 11 to 19
Detroit, Mich (D D C), Sept 12 to 19
Ruthven, Ia, Sept 14 to 17
Oshkosh, Wis, Sept 14 to 18
Indianapolis, Ind, Sept 14 to 18
Saugus, Mass, Sept 14 to 18
Sandwich, Ill, Sept 14 to 18
Burlington, Kan, Sept 14 to 18
Evanville, Ind, Sept 14 to 18
Ravenna, O, Sept 14 to 18
Tacoma, Wash, Sept 14 to 19
Chippewa Falls, Wis, Sept 14 to 19
Danforth, Me, Sept 15 to 16
Ashtabula, O, Sept 15 to 17
Pittsfield, Mass, Sept 15 to 17
Napoleon, O, Sept 15 to 18
Warren, Pa, Sept 15 to 18
New Lexington, O, Sept 15 to 18
Viroqua, Wis, Sept 15 to 18
Ionia, Mich, Sept 15 to 18
New London, Wis, Sept 15 to 18
Carrollton, Mo, Sept 15 to 18
Rushville, Ind, Sept 15 to 18
Bethlehem, Pa, Sept 15 to 18
Chanton, Ia, Sept 15 to 18
Indiana, Pa, Sept 15 to 18
Holstein, Ia, Sept 15 to 18
Washington, Pa, Sept 15 to 18
Easton, Md, Sept 15 to 18
Hillsboro, Tex, Sept 15 to 19
Greenville, Pa, Sept 16 to 17
Ashland, Wis, Sept 16 to 18
Traer, Ia, Sept 16 to 18
Winchester, Ind, Sept 21 to 25
Cleveland, O, Sept 21 to 25
Terre Haute, Ind, Sept 21 to 25
Hamburg, N Y, Sept 21 to 25
Toledo, O, Sept 21 to 26
Spokane, Wash, Sept 21 to 26
North Adams, Mass, Sept 22 to 24
Suffield, Conn, Sept 22 to 24
Lawson, Mo, Sept 22 to 25
Nassau, N Y, Sept 22 to 25
Wapakoneta, O, Sept 22 to 25
Allentown, Pa, Sept 22 to 25
Chagrin Falls, O, Sept 22 to 25
Weyanega, Wis, Sept 22 to 25
Sidney, O, Sept 22 to 25
Indianapolis, Ind, Sept 22 to 25
Fairhaven, Vt, Sept 22 to 25
Waynesburg, Pa, Sept 22 to 25
Beaver, Pa, Sept 22 to 25
Cleveland, O, Sept 22 to 25
Rochester, N H, Sept 22 to 25
Baltimore, Md, Sept 22 to 25
Dover, Del, Sept 22 to 25
Marysville, O, Sept 22 to 25
Navasota, Tex, Sept 22 to 25
Ottawa, Kan, Sept 22 to 25
Durand, Wis, Sept 23 to 25
Ironwood, Mich, Sept 23 to 25
Canton, O, Sept 23 to 25
Findlay, O, Sept 23 to 25
What Cheer, Ia, Sept 28 to Oct 1
Portland, Ind, Sept 28 to Oct 2
Troy, O, Sept 28 to Oct 2
Bellefontaine, O, Sept 28 to Oct 2
Hillsdale, Mich, Sept 28 to Oct 2
Louisville, Ky, Sept 28 to Oct 3
Springfield, Ill, Sept 28 to Oct 3
Yakima, Wash, Sept 28 to Oct 3
La Grande, Ore, Sept 28 to Oct 3
Concord, N H, Sept 28 to Oct 3
Boston, Mass (N E Breeders) Sept 28 to Oct 1
West Salem, Wis, Sept 29 to Oct 3
Bellevue, O, Sept 29 to Oct 2
Mercer, Pa, Sept 29 to Oct 1
Trenton, N J, Sept 29 to Oct 2
Bowling Green, O, Sept 29 to Oct 3

Conneautville, O, Sept 29 to Oct 1
Bel Air, Md, Sept 29 to Oct 1
Rockville, Va, Sept 29 to Oct 2
Elkhorn, Wis, Sept 29 to Oct 2
Warren, O, Sept 29 to Oct 2
Sycamore, O, Sept 29 to Oct 2
Uniontown, Pa, Sept 29 to Oct 2
Burgettstown, Pa, Sept 29 to Oct 2
Chillicothe, Mo, Sept 29 to Oct 2
S. lem, Kan, Sept 29 to Oct 2
Paolo, Ia, Sept 29 to Oct 2
Carrollton, O, Sept 29 to Oct 2
Groesbeck, Tex, Sept 30 to Oct 2
Duluth, Wis, Sept 30 to Oct 2
Great Barrington, Mass, Sept 30 to Oct 2
Clarton, Pa, Sept 30 to Oct 2
Akron, O, Sept 31 to Oct 2
Warren, O, Oct 1 to 2
Upper Sandusky, O, Oct 5 to 8
Hamilton, O, Oct 5 to 9
Medford, Mass (Hicks) Oct 5 to 10
Johnstown, Pa, Oct 5 to 10
Belle Vernon, Pa, Oct 6 to 8
Ligonier, Ind, Oct 6 to 9
Corsicana, Tex, Oct 6 to 9
Mound City, Kan, Oct 6 to 9
Medford Mass (Mystic) Oct 6 to 9
Kenton, O, Oct 6 to 9
Cleveland, O (Newburg) Oct 6 to 9
Milton, Pa Oct 6 to 9
Joliet, Ill, (Ingalls) Oct 6 to 10
Lexington, Ky, Oct 6 to 16
Minerva, O, Oct 7 to 16
Salem, Ore (State Fair) Oct 7 to 13
Portland, Ore, Oct 7 to 14
Spokane, Wyo, Oct 7 to 17
Dallas, Tex, Oct 10 to 15
Saugus, Mass, Oct 12 to 23
Medford, Mass (Mystic) Oct 13 to 16
Bloomsburg, Pa, Oct 13 to 17
Richwood, O, Oct 13 to 16
The Dalles, Ore, Oct 19 to 24
Somerset, O, Oct 21 to 23
Heppner, Ore, Oct 28 to 31

Privileges for the Greatest Fair ever held in N. Wisconsin are now For Sale Chippewa Falls, Sept. 14-19.

The Circuit comprises Galesville, Merrillan, Neilsville, Augusta, Chippewa Falls and Durand.

JESSE R. SHARP, Sec, Chippewa Falls, Wis

\$25.00 PER YEAR SAVED By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes. Agents can make big money canvassing and selling family rights. One family right mailed to any address for a silver quarter or thirteen two-cent stamps. ROANOKE SOAP CO. Drawer 13, Roanoke, Va

I WANT the work of one or two more large concerns who recognize the importance of good distributing and who want the very best service to be had.

J. A. CLOUGH DISTRIBUTOR, Chicago 647 Austin Av. Reference: Fuller & Fuller Drug Co

B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA.

Correspondence Solicited.

The HUSTLER ADVERTISING CO. PRINTERS, POSTERS, MAILERS, AND DISTRIBUTORS, 24 North Miner Street, FT. WAYNE, IND W. H. CASE, Manager. Prompt Service by Reliable Men.

America's Famous Death Defying
AERONAUTS.
LeROY SISTERS.
Justly styled the Dauntless Queens of the Air



Now arranging dates with the leading
Parks, Summer Resorts, Fairs, Celebrations,
etc., for single and double

BALLOON ASCENS'ONS,

Balloon Races, Sensational Night Ascensions,
all with Parachute Leaps. The greatest drawing
attraction in America. Notice to Managers: We furnish
everything complete, take all chances on weather and
property and guarantee every ascension as per
agreement or don't ask a cent of your money.
Furnish all kinds of printing. For terms and
particulars, address

LEROY SISTERS,

BILLBOARD ADVERTISING, Cincinnati, O.

**THE NINETEENTH ANNUAL FAIR of
PEPIN CO. AGRICULTURAL SOCIETY**

Will be held at Durand, Wis., Sept. 23, 24 & 25,
1896. We have the best half-mile track in the
state, pleasant grounds, good accommodations
all around, and always have a successful Fair.

P. J. RYAN, Pres't. I. I. MORGAN, Sec.

FIVE DOLLARS IN
SILVER
OR
GOLD

WILL BUY

The Babbitt Entry and Record System For Fairs.

NEW, SIMPLE, BUSINESS-LIKE.

Arthur Babbitt

Ass't Sec'y Wis. State Fair.

MADISON, WIS.

Rutherford Co. Fair Association,

Will hold its 13th Annual Meeting at

Murfreesboro, Tenn., Oct. 1, 2 and 3.

Great Show. State Farmers' Convention, State Berkshire Show,
State Swinebreeders' Association. Thousands of people on its
grounds. Pure Food Exhibits encouraged. Paying Privileges
to let. Merry-go-round, Side Show, Cane Rack, Ball Game,
Games of Skill, etc. Address,

J. C. CULLOM, Secretary, Murfreesboro, Tenn.

PRIVILEGE RENTERS, Attention.

Fair of the BERKSHIRE Agricultural
Society occurs at Pittsfield, Mass.,
Sept. 15 to 17, 1896. Space 8 ft. in
depth, at \$1.00 per front foot. Fair
open evenings. Write at once to

LUTHER L. ATWOOD,
Supt. of Rentals, PITTSFIELD MASS.

A Great
Fair Attraction.

Kemp Sisters

Hippodrome and
Wild West,

Congress of Fancy and Rough
Riders and Crack Shots.

G. P. KEMP,
Managing Proprietor,
Permanent Address, EL PASO, ILL.

PRIVILEGES
Parties desiring any of the privi-
leges of the McIntosh Agricultural
So. Fair will please write to
C. F. LANMAN, Sec'y,
McIntosh, Minn

Stevens Point, Wis.
AUGUST 25-27, 1896.

We want special attractions. We want bids
for wheel, pool and other privileges.

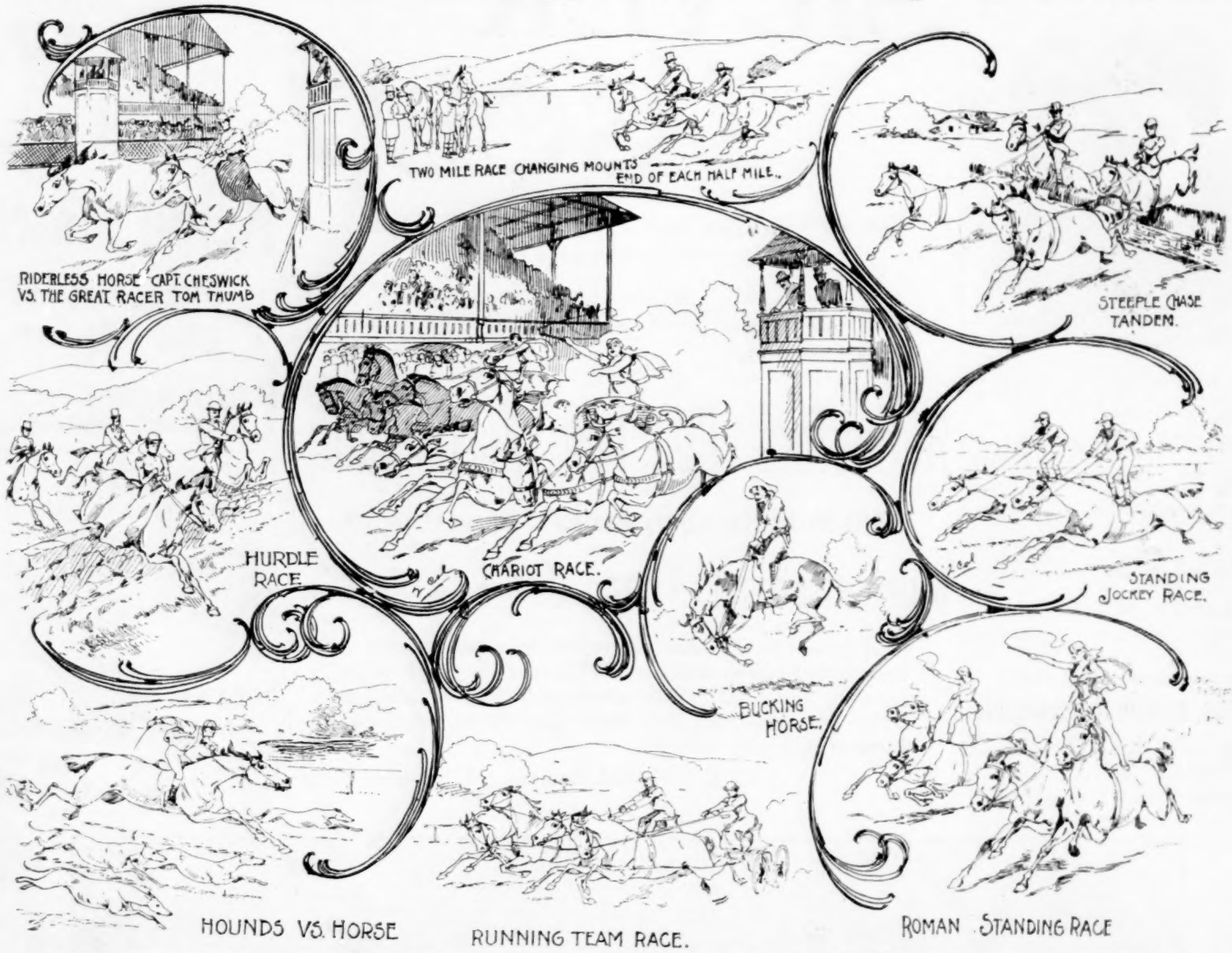
GEO. E. OSTER, Sec'y.

We make prices to suit the times. Are prepared to figure on the entire
attractions for Fairs. Very close terms for Circuits.

Correspond with us. Address, Billboard Advertising, Box 704, Cincinnati, O.
Or Geo. Liman, Sole Eastern Agt., 104 E. 14th St., New York.

THE GREATEST OF ALL SPECIAL ATTRACTIONS!

Cook's Royal Roman Hippodrome and Equine Paradox.



NOW BOOKING FOR THE FAIR SEASON OF 1896. FOR TIME AND TERMS, Address, JAY COOKE, Business Manager, PERU, IND.

The Great Hanner Balloon Co.

FURNISH

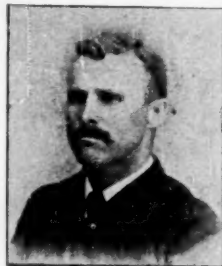
Special Attractions and Features for Fairs.

- Balloon Ascensions,
- Parachute Drops,
- Trapeze Performances,
- Slide for Life,
- Bicycle Acts,
- Tight Rope Performance,
- Tower Dive,
- Chariot Races,
- Roman Races.

Now booking the above for season of 1896. Satisfaction or no pay. Rain or shine.

Our artists are the champions in their respective lines and are featured with special posters and lithographs, which we furnish. Address,

C. E. HANNER, Secretary,
CINCINNATI, O.



CHAS. W. STUTESMAN,
PERU, INDIANA.
LICENSED CITY

Bill Poster AND Distributor

Estimates and Lists of Boards upon application.

Member International Bill Posting Association.

L. A. DANIELS,

Licensed City Bill Poster and Distributor,

9 LOCUST STREET,

Santa Cruz, Cal.

Population 8,000.
1,000 feet of Bill Boards.
4c. per sheet per month, listed.

ATTENTION!

WAX FIGURES of McKinley Bryan, Scott Jackson, Walling, Pearl Bryan, Sitting Bull, Etc. And other side show stuff, magic, punch figures, etc. Lists free
W. H. J. SHAW, RELIABLE DEALER
194 Augusta Street, Chicago, Ill.

BUY A PRIVILEGE.

-- AT THE --

Celina, O. Fair

AUGUST 18, 19, 20 and 21, 1896.

Games without blanks, or money prizes go. Average paid daily attendance last year 18,765.

We will receive bids for exclusive pool and gaming privilege.

C. W. HALFHILL, Sec'y, Celina.

MAKE \$90 a month with Trade Bulletins, so can you. Plan 10c. B 46, ADAGE, Boston.

No Office Complete Without It.

Business

A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free.

KITTREDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

THE GREAT AMERICAN ENGRAVING & PRINTING CO.
INCORPORATED—Established in 1857. Capital, \$50,000. Surplus, \$10,000.
This plant is entirely paid for, there is no porous or other plasters on it.

T. R. DAWLEY, all know him, he has been around this corner 40 years, *Pres. & Manager.*
G. S. TAYLOR, *Secretary and Treasurer.*
JAMES H. GARVEY, a fusher, *Supt.*
R. E. ROYLANCE, another fusher, *Su-*
perintending Typographer.

L. D. TOMSONIE, *Supt of Engraving Works.*
ROBT. TOMSONIE, *Chief Artist and Superintendent of Drawing Department.*

RECENTLY REFITTED WITH
NEW AND MODERN
TYPE
AND LATEST IMPROVED
NEW PRESSES.

NOT HOW CHEAP, BUT
How Good!
PRICES
Must be Right.

Running Night and Day when Required.

Ball & Johnson,

Bill Posters
And Distributors,
P. O. Box 505, KEY WEST, FLA.

REFERENCES.....
Dr. Plummer,
First National Bank
Union Bank
All of Key West, Fla.

J. T. ELMORE & CO.

BILL POSTERS,
76 MADISON ST. CHICAGO.

By appointment Sole Citor Interstate Bill Posters' Protective Association, bonded.

"UP-TO-DATE."
A Monthly Journal, published exclusively for reliable distributors and general advertisers. The only publication devoted entirely to circular advertising and to the interests of distributors. Send for sample copy and subscription terms. Address, UP-TO-DATE, 143 St. Clair St., Cleveland, O.

Stillwater People Spend Money.

THEY CAN AFFORD TO.

STILLWATER, the 5th largest city of Minnesota, is the wealthiest for its size in the State. POPULATION 18,900.

The County seat of fertile, prosperous Washington County, population 28,000. A stream of trade from the farms and suburbs flows through our streets, and kept us from feeling the hard times of the last three years.


IT WILL PAY YOU TO **5 C. A SHEET. 30 DAYS**
BILL STILLWATER. GUARANTEED SHOWING.

Mrs. V. C. SEWARD, City Bill Posters.

ONE GIVES RELIEF.

R-I-P-A-N-S

The modern standard Family Medicine: **Cures** the common every-day ills of humanity.



A
GENUINE
NOVELTY
FOR
FAIRS.



SIE HASSAN BEN ALI

THE ORIGINAL STARS OF THE EAST.

Famous Troupe of Beni Zoug Zoug Arabian Athletes.

Headed by FOUR HASSANS, Equilibrists, Balancers, and Acrobatic Tumblers. Abdallah, the Moorish Giant Pyramid Understander.

Address, SIE HASSAN BEN ALI, care of THE DONALDSON LITHO. CO., Cincinnati, Ohio.

Will appear at the Toronto Exposition, Aug. 31 to Sept. 12. London, Ont. Sept. 14 to 18. Ottawa, Can., Sept. 21 to 26. After that date, at liberty.

NIGHT & DAY.

That is just the way we are working now.

Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

PASSAIC ADVERTISING CO.

Paterson and Passaic, N. J.

A. E. BENTLEY,

Only Licensed **BILL POSTER** in **GUTHRIE**, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

A. E. Bentley, GUTHRIE, OKLA.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters.

Office, Donaldson Litho. Building, CINCINNATI, O.

TRENTON, NEW JERSEY.

The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager.

1000 Circulars, size 9x12 or smaller Mailed in ten days for \$1. 100, 10c. silver. Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address

J. T. LUMPKINS, NEVA, VA.

The Advertising Novelty Co. 32-34-36 E. Third St. CINCINNATI, O.

W. D. HENDERSON, Jr., Prop'r. Manufacturers and dealers in everything for Advertisers, including calendars, cards, novelties, blotters, foot rules, yard sticks, ink wells, thermometers, folders, hangers and clocks.

EVERY BILL POSTER ADVERTISER

WANTS AND NEEDS

PROFITABLE ADVERTISING

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send for sample copy.

KATE E. GRISWOLD, Editor and Publisher,

13 School Street, BOSTON MASS.

SIDNEY, OHIO, C. P. ROGERS CITY BILL POSTER.

Owens and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to.

1869 Taunton Bill Posting Co. 1896

BILL POSTERS & DISTRIBUTORS,

Best Boards. Best Stock. Best Workmen

A. B. WHITE, Mgr. and Treas.

Office. 45 Cohannett St., Taunton, Mass.

THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-RATTLER.

Fast selling. Always gives satisfaction. No weight on horse. Worth twice the cost for convenience in hitching up. Agents wanted. Send stamp for circular. Price, \$1.50. State rights for sale.

GET THE BEST!
THE DECATUR SHAFT SUPPORT CO.
Decatur, Ill.

SELLS AT SIGHT!

Nature's Freak. Wonder of the Scientific world.

JUMPING SILVER and GOLD BUGS And "Which Wins" Race Track, 10 cents.

The Bryan Silver or McKinley Gold Jumping Bug wins that first dances clear off the silver or gold circle on the "Which Wins" Race Track. JUST OUT. City sales immense. Greatest of all attractions for merchants' Show Windows, County Fairs, Political Gatherings, etc. The pair of Silver and Gold Jumping Bugs and Silver and Gold Race Track, 10 cents. Per dozen, 75 cents. Per gross, 75 20 prepaid. RUSH ORDER, and be first in your County.

JUMPING BUG CO., 557 Greenwich St., New York City.

A \$5 Book

Charles Austin Bates's new 700-page book, "Good Advertising," contains 175 chapters, and is intended for business men who want more business. It is of especial value to those advertisers who are not getting good returns from their advertising.

It is largely a book of facts. It tells how. It suggests. It advises. It gives experiences. It treats upon every phase of advertising. It tells all about type, borders, display, size of space to use, amount of money to spend, mediums to use. Ideas stick out of every page. The price is \$5 by prepaid express.

For 50 cts.

We have taken 12 chapters of general interest from "Good Advertising," and made up a 95-page book, nicely bound in paper. The pages are exactly the size of the complete book, and the printing is from the same plates in both instances. You can get a good idea of what "Good Advertising" is by reading this 95-page book. The price for it is fifty cents.

Each book contains a coupon good for 50 cents. If you like the 12 chapters, and want the other 163, you can send us \$4.50 and the coupon, which will be accepted for 50 cents, and we will send you a handsomely bound volume of "Good Advertising." Thus, if you don't want the complete book, it will have cost you only 50 cents to find it out.

HOLMES PUBLISHING CO., 15 and 17 Beekman St., New York.

Printer's Ink Helps . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.


Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

DEAFNESS CURED
And NOISES IN HEAD entirely overcome by Peck's Pat. Impro'd TUBULAR EAR CUSHIONS. Whispers, Conversation and Music heard. Comfortable, Self-Adjusting and Pleasant. Successful when all other Remedies fail. SOLD ONLY BY F. HIRCOX, 528 Broadway, Cor. 14th, New York. Call or Write for ILLUSTRATED BOOK of PROOFS, FREE. NO AGENT.



BILL POSTERS' PASTE BRUSHES.

The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

8 Inch,	-	\$2.25	Each
9 "	-	\$2.75	"
10 "	-	\$3.00	"



The "Unexcelled"

No good brush is better than this brush.

PRICES

8 Inch,	-	\$2.75	Each
9 "	-	\$3.00	"
10 "	-	\$3.25	"

THE DONALDSON LITHOGRAPHING CO. CINCINNATI, OHIO.



ELMO GORDON & CO.

Successors to SPAULDING & GORDON.

LICENSED CITY BILL POSTERS,

Contractors of Billboard, Bulletin Board and Mural Signs.

BOISE CITY, IDAHO.

Members International B. P. A.

Just Ask

us, on your business stationery, for information how to increase your business by DIRECT RESULTS,

And You Shall Receive

post free, full particulars, which, if rightly used, will be of great value to you. We will also send you samples of bright and original advertising novelties, together with some

Free Sample Ads

that you will find useful in your business. We will guarantee to double your Advertising Returns within six months.

STEWART & COGILL,

4118 Parkside Ave., Philadelphia.

NOVELTY SIGNS.

AGENTS WANTED to sell ready-made Novelty Signs. 150 per cent. profit. Great sellers. Catalogue free. Samples, 10c. VAL. SCHREIER, Manufacturer, Milwaukee, Wis.

L. P. CARD,

HARVARD, ILLS.
CITY BILL POSTER,
Advertising Sign Contractor
And Distributor.

Bonded member of the International B. P. A.
Justice of Peace and Notary Public.

Philip B. Oliver, Licensed City BILL POSTER. AND DISTRIBUTOR.

3,000 Feet of Board. 75 Three-Sheets.
Special Attention to Commercial Work.
All Work Guaranteed.

319 Cherry St., FINDLAY, O.
POPULATION 23,000.

PANA, ILL. 8,000 Population.

ROLEY

Does the Bill Posting.
Owns the Boards.
Distributes at International rates.
Is Secretary of the Fair.

BOX 66.

LOU ROLEY.

Member International B. P. A.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O

LICENSED
BILL POSTING,
TACKING,
DISTRIBUTING.

J. S. CRAIG,
319 LEXINGTON AVENUE,
HASTINGS, NEB.

Own and Control all Boards and Privileges.

20,000 Square Feet of Boards.

POPULATION 15 000.

DIETZ & GLENDENNING,

Bill Posters and Distributors
WOODLAND, CAL.

Members International Bill Posting Association.

COLFAX, WASHINGTON.

3500 Square Feet of Billboards for

COMMERCIAL ADVERTISING.

REFERENCES.

First National Bank - - Colfax
Second National Bank - - "
T. J. Stour, Druggist - - "
W. J. Hamilton, Druggist - - "
Zell. M. Beebe, Tobaccos - - "

All work will receive prompt attention and guaranteed protection.

GEO. H. LENNOX,

Mgr Opera House.

WANTED - Shows of all kinds. Waukon Fair, Sept. 22 to 25. Medicine Shows write at once. Largest Fair in North-East Iowa.

WM. S. HART, Sec'y, WAUKON, IOWA.

THE LEADING SHOW PRINTERS
(LITHOGRAPHIC OR BLOCK)
IN THE UNITED STATES USE

THE AULT & WIBORG CO'S

POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI: NEW YORK: CHICAGO:



Terre Haute, Ind.

HAS A POPULATION OF
43,000

IT IS THE
BEST CITY IN THE
STATE.

HAS THE FINEST LINE OF BILL
BOARDS OF ANY CITY IN
AMERICA OF ITS SIZE.

* IT WILL PAY YOU *
BETTER TO HAVE YOUR BILLS
POSTED IN
TERRE HAUTE
THAN IN ANY CITY IN THE LAND.

WILL DISTRIBUTE * *
* * YOUR CIRCULARS
* * and * *

TACK UP YOUR CARDS
BETTER THAN ANYONE ELSE CAN.

O. J. JOHNSON,

City
Bill
Poster,

Galesburg, Ills.

Population 25,000.

CHEW GOOD TOBACCO.

SHAKESPEARE PLUG TOBACCO

CHAMPAGNE FLAVOR.

Is made from the best selected Kentucky
Burley Leaf, wrapped in Gold Foil, and
is just sweet enough to be good.
Sent by mail in neat paper boxes,
1 lb. \$1.00; 1/2 lb., 50c; 1/4 lb., 25c.

IT'S AN ELBOGANT CHEW.

FALLS CITY TOBACCO WORKS,
117 & 119 Bullitt St., Louisville, Ky.

Hand Bills.

Sometimes termed Distributing Matter, afford the very widest publicity at the lowest outlay.

If intelligently used, they will bring more and better results, per dollar expended, than any other medium extant. We make all kinds—Booklets, Pamphlets, Folders, Circulars, Almanacs, Catalogues, Price Lists, Heralds, Couriers, Programmes, Dodgers, Flyers, Leaflets, Newspapers, Blotters, Cards, Shape Novelties, Calendars, Stickers, Invitations. We make all kinds and make them well. Our creations are artistically conceived and splendidly executed. Our prices are as low as GOOD WORK can be obtained anywhere.



Posters too.

Suitable for any purpose under the sun. We have them syndicated and we en-

grave them to order. Any and all kinds, plain or fancy, monochrome or illuminated, pictorial or descriptive, all executed in the very highest style of the art. Our prices are interesting and alluring.



HENNEGAN ^A_N_D CO.

New Numbers—719-721 SYCAMORE STREET, —New Location.

CINCINNATI, O.

